0xCorina

Strategy - Branding - Marketing - PR - Partnerships - Events

www.0xCorina.com

World Nomad

Work Experience

Founder - Beehive Consulting
April 2023 - present

- Helping Web3 start-ups with their GTM strategy, Branding strategy, PR strategy, community, etc.

Project Manager, Growth - MakerDAO
October 2021 - December 2022

- Brought **leads** for partnerships & BD
- Used **Data Analysis** on Maker brand awareness
- Built a **PR & Communication Strategy** which got Maker in big media: Forbes, Time, Bloomberg, etc.
- Created & coordinated **marketing** campaigns with partners such as Wirex, Coinbase, Nexo, Argent, etc.
- Active contribution to Maker website **rebranding**
- **Represented** Maker in media & conferences
- Co-ord **events** - Daivinity, Hack Money, offsite, etc.
- **Managed** collaboration with BanklessDAO

Business Analyst - Norfico & The Tokenizer
October 2020 - October 2021

- Partnerships - STOs, NFTs & DeFi focus
- Social Media Marketing
- Website **content management** + weekly newsletter
- Market analysis
- FinTech **consulting** & writing reports

Marketing Assistant Intern - Make Sense Film
February - May 2019

- Assisted the creative director, film editors & journalists
- Learned visual storytelling & **strategy** planning
- Managed social media marketing
- **B2B Sales** & support

Web3 Profile

Highlights
- Taught Web3 marketing in the EkoLance Training program
- Participated in ETHGlobal 2021, designed Osmotic Funding & won 3 prizes
- Experience working in a DAO
- Experience in SaaS B2B sales, BD & Marketing
- Presented on stage & offered commentary in media on DAO Governance at events, podcasts, etc.

Communities
- SheFi
- Meta Gamma Delta
- 0xxCrypto
- AstroGirls NFT

Sneak peak into my work at Maker
- Maker Brand Forum update

Hard Skills

Code & Data Analytics
- Python - Machine Learning
- Tableau - Data Analysis

Creative & visual
- Adobe Photoshop
- Lightroom
- Premiere Pro
- InDesign
- Procreate

Basic
- Microsoft package - EXCEL, PowerPoint, Word, etc.
- Miro, Slack, Notion, Discord, etc.

Marketing Manager - eKontoret
November 2018 - September 2019

- **SaaS B2B sales** with FinTech startups
- Content management & newsletter

Project Manager - EuropeNOW
December 2017 - November 2018

- **PM** & **sales** for corporate events across Europe

Education & Volunteering

BSc Business Administration & Digital Management
Copenhagen Business School, 2019-2022

Volunteering:
- Advisor & Community Manager, **CBS Blockchain Society**
- Organized **Women in Tech**
- Writer for the Student Survival Guide

AP in Marketing Management
CphBusiness Academy, 2017-2019

Certifications & Courses

Relational Intelligence with Esther Perel
Masterclass - 2022

Blocklchain basics, DeFi, NFTs, etc.
SheFi Cohort 5 - 2021

Blockchain Revolution in Financial Services
INSEAD - 2021

Decentralized Finance
University of Nicosia - 2021

IBM Blockchain Essentials
IBM - 2020

Managing Innovation & Design Thinking
HEC Paris - 2019

Fundamentals of Graphic Design
California Institute of Arts - 2019

Digital Transformation in Financial Services
Copenhagen Business School - 2019

Soft Skills

- Natural networker & strong **people skills**
- **Creative** problem-solving
- Detail-oriented
- Writer at heart & **storyteller**
- Great at communication
- **Project coordination** & delegation
- Supportive team player

Languages

- English
- Romanian
- Russian
- Danish

Interests & hobbies

Travel & adventures
Visited 26 countries & love trying new things like sky diving, volcano hikes, snorkeling, etc.

Music
I like to sing on stage or go to live music in my free time, favorite genre is Jazz

Self-development
I read books & listen to podcasts for personal growth, eg. psychology, finance, biohacking, etc.