

Alessandro Antonini

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Marketing Specialist & Digital Strategy

WORK EXPERIENCE

Crypfy.ai

03/2026 – Present

Marketing & Operations Manager

As Marketing and Operations Manager, I'm building the entire marketing and operations function from scratch: brand identity, messaging strategy, sales enablement, tool stack, and go-to-market execution. The goal is generating qualified conversations with CISOs, CCOs, and Risk Managers in the European banking sector.

Crypfy is backed by ALFA Group and is part of the ELITE Euronext network.

Freelance

10/2020 – Present

Marketing Specialist & Digital Strategy | Blockchain & Web3 Advisor

- **Architected** go-to-market strategies for Web3 entities, bridging blockchain technology and user adoption through data-driven frameworks.
- **Scaled** DeFi protocols by optimizing marketing funnels, achieving 1,500+ active users and 10k+ on-chain trades on Solana.
- **Managed** strategic relationships with 10+ Tier-1 European KOLs/KOCs to integrate projects into the global crypto narrative.
- **Orchestrated** 20+ strategic partnerships to enhance protocol liquidity and ecosystem authority across multiple chains.
- **Provided** expert advisory on digital positioning and market entry for blockchain startups to ensure product-market fit.

Deribet

01/2024 – 03/2026

Digital Marketing Strategist

- **Architected** the strategic expansion from Solana to Ethereum Layer-2 networks (Base and Arbitrum), driving cross-chain user migration.
- **Scaled** the protocol to 3,500 active users by optimizing the marketing funnel across diverse DeFi ecosystems.
- **Orchestrated** the growth strategy behind 20,000+ total trades, exceeding \$2M in trading volume within the first year.
- **Managed** strategic collaborations with 10+ Tier-1 Italian and European KOLs/KOCs to build protocol authority and retail trust.
- **Secured** 20+ strategic partnerships within the crypto space to enhance organic reach and protocol liquidity.
- **Integrated** Deribet into broader DeFi narratives by leveraging influencer marketing and ecosystem networking.

Vyper Protocol

01/2023 – 12/2023

Digital Marketing Strategist

- **Defined** the digital growth and go-to-market strategy for Vyper Protocol's decentralized derivatives infrastructure on Solana.
- **Orchestrated** marketing campaigns resulting in 50+ digital assets created and 1,500 active users within one year.
- **Facilitated** 10,000+ total on-chain exchanges by aligning digital strategy with protocol adoption goals.
- **Managed** strategic collaborations with 10 Tier-1 European KOLs/KOCs to drive retail and institutional interest.
- **Secured** 15 strategic partnerships with key crypto players to enhance liquidity and visibility within the Solana ecosystem.
- **Collaborated** with the core development team to align marketing narratives with technical product capabilities.

Digital Marketing Specialist – Game Changer (Gaming)

- **Developed** the digital engagement and growth strategy for an investor club specialized in Web3 Gaming and NFTs.
- **Scaled** the Discord ecosystem to 325 Daily Active Users (DAU), optimizing member retention and discussion quality.
- **Empowered** 570 club members through educational initiatives focused on independent project analysis.
- **Achieved** a 6% increase in new memberships within 5 months using targeted organic marketing.
- **Led** community-driven initiatives to onboard users and foster long-term engagement in the NFT sector.

EDUCATION

Digital Marketing Professional Program

Learnn

01/2020 – Present

- **Developed** core competencies in data-driven strategy and multi-channel growth through hands-on digital marketing training.
- **Mastered** strategic pillars including Funnel Marketing, Data Analysis, and Search Engine Optimization (SEO).
- **Executed** performance marketing campaigns across Meta and Google Ads to optimize user acquisition.
- **Applied** theoretical frameworks to real-world business cases to improve conversion rates and marketing ROI.
- **Leveraged** Advanced Excel for marketing analytics to drive data-informed decision-making.
- **Refined** operational skills in copywriting and digital communication to enhance brand engagement.

Digital Marketing Professional Program in Digital Marketing

start2impact

01/2020 – 12/2022

- **Executed** hands-on projects in SEO, Funnel Marketing, and Data Analysis to solve real-world business challenges.
- **Developed** core competencies in Google Ads, Facebook Ads, and persuasive copywriting to drive digital growth.
- **Leveraged** Excel and marketing analytics to measure campaign effectiveness and optimize acquisition strategies.
- **Applied** foundational graphic design skills to balance technical performance with creative execution.
- **Mastered** the core pillars of digital marketing through a practical, project-based training methodology.
- **Cultivated** an analytical mindset focused on data-driven decision-making and social impact.