

PRECIOUS ELISHA

Ecosystem & Community Lead — DeFi, Stablecoins & L2s

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PROFESSIONAL SUMMARY

Ecosystem and community lead with **7+ years** building engaged networks — **4+ years** across DeFi, stablecoins, ZK/privacy, and Layer-2 ecosystems. Track record of turning early-stage products into adopted ones: scaled communities from <100 to **6,000+** and 8,000 to **26,000+** members, onboarded **20,000+** users through education-led growth, and delivered partnerships and campaigns across **6+ ecosystems**. Core team member on projects backed by **Bain Capital**, **6th Man Ventures**, and **DWF Labs**. Recognized with the **Celo Community Builder Award**, voted by the ecosystem for contribution, clarity, and leadership.

KEY ACHIEVEMENTS

- Co-delivered a **Coinbase-sponsored quest with Aleo** driving **300,000+ participants** and **200,000+ funded Puzzle wallets**.
- Led the **HaloFi x MiniPay partnership end-to-end** — app integration, reward distribution, support, and campaign operations — onboarding **10,000+ users** and driving **\$50K+ in stablecoin deposits**.
- Founded **DeFi Diplomas**, a multi-cohort DeFi education program with **Base, Celo, and Lisk: 500+ participants**, delivered alongside Rene Reinsberg (Celo founder) and Will Binns (Base).
- Built a **global ambassador network across 30+ countries in 90 days**; directed **50+ creators** producing **200+ content assets**, including a TikTok/Instagram live activation generating **100+ sign-ups on day one**.
- Scaled DIVA Protocol's community **8,000 to 26,000+ members (200%+)** and designed its TGE-aligned points system; co-designed incentives at Surf Protocol as it scaled to **\$1B+ trading volume** and **\$33M TVL**.
- Maintained a **100% 24-hour response rate** across **5,000+ monthly inquiries**, contributing to a **30% increase in user retention**.

PROFESSIONAL EXPERIENCE

Puzzle Wallet & Arcade — *ZK consumer wallet & arcade · Bain Capital, 6th Man Ventures*

Ecosystem, Communications & Community Lead · Nov 2024 – Sep 2025 · Remote · Santa Monica, CA

- Owned protocol-level communications across mainnet launches, new games and features, and a subscription model reaching **25,000 monthly subscribers**.
- Scaled the community from <100 to **6,000+ members** supporting **300,000+ app users**; built and managed an ambassador network spanning **30+ countries** in 90 days.
- Co-delivered a **Coinbase-sponsored quest with Aleo**: 300,000+ participants, **200,000+ funded wallets**.
- Designed and executed weekly on-chain incentive programs distributing **\$50,000+ in rewards** via Scroll and Ethereum.
- Recruited and directed **50+ creators** producing **200+ videos**; ran a TikTok/Instagram live activation (20+ creators) generating **100+ sign-ups on day one**.
- Maintained a **100% 24-hour response SLA** on 5,000+ monthly inquiries; triaged issues with engineering via Linear and Slack, contributing to a **30% increase in retention**.

HaloFi — *Stablecoin savings & DeFi yield · raised \$1M; users saved \$4M*

Ecosystem Communications & Education Lead · Oct 2023 – Oct 2024 · Remote · London, UK

Joined as User Experience Lead (Oct 2023); expanded to own ecosystem communications, community & education.

- Negotiated and managed the **MiniPay integration of HaloFi Save** end-to-end — technical onboarding, reward distribution, support, and campaign operations — onboarding **10,000+ users** and driving **\$50K+ in stablecoin deposits**.
- Founded and ran **DeFi Diplomas**: curriculum, partner coordination (Base, Celo, Lisk, Valora, Mento Labs, GoodDollar), and cohort delivery for **500+ participants**; hosted sessions with **Rene Reinsberg (Celo founder)** and **Will Binns (Base)**.
- Owned communications across Discord, Telegram, WhatsApp, X, LinkedIn, and Instagram — blogs, tutorials, launch communications, and video content.
- Represented HaloFi at international Web3 events; spoke alongside **Murray Spark (Head of Ecosystem & Commercial, MiniPay)** at a live ecosystem event.
- Ran structured user-feedback sessions feeding onboarding and product improvements; managed reporting with Jira, Dune Analytics, and Excel.

Surf Protocol (now TurboFlow) — Bitcoin L2 derivatives exchange

Community Operations & Incentives Contributor · Nov 2023 – Apr 2024 · Remote · Singapore

- Co-designed the community points program adopted by **12,000+ traders** as the protocol scaled to **\$1B+ cumulative trading volume**, **\$33M TVL**, and **12,500+ unique traders**.
- Hosted the protocol's **first community call** and ran day-to-day Discord/Telegram operations, establishing escalation paths for bugs and UX issues during rapid growth.

DIVA Protocol — On-chain derivatives & prediction markets · DWF Labs

Ecosystem & Community Operations Lead · Jul 2022 – Jul 2023 · Remote · Zurich, Switzerland

- Grew the community from 8,000 to **26,000+ members (200%+)** through structured campaigns, contests, and live activations (**100+ POAPs** claimed).
- Designed and launched a **points-based incentive system aligned with the upcoming TGE**, governing issuance and community trust through the launch period.
- Guided **10,000+ users** through Ropsten and Goerli testnet onboarding; supported early **DAO governance** discussions.
- Redesigned Discord architecture, integrated moderation and analytics bots, and built a custom price-tracking bot; launched DIVA's YouTube channel.

Earlier roles: Community Manager, IntoTheVerse (2022–23) · Africa Ambassador, Flywallet (2022–23) · contributions to Binance BCAT, Nansen, Joba Network, Africa Blockchain University, and Crypto Bootcamp Community — full case studies at focusedpilot.com.

SKILLS & TOOLS

- **Ecosystem & Community:** Discord, Telegram, Slack, X, Notion; ambassador, creator & cohort programs; event operations (IRL + virtual)
- **Incentives & On-chain Ops:** campaign & incentive design, Gnosis Safe, on-chain multi-send, Snapshot & Tally, POAPs, testnet operations
- **Content & Narrative:** product messaging, blog & technical writing, tutorial video production, social strategy, onboarding content
- **Analytics & Workflow:** Jira, Linear, Dune Analytics, Excel; campaign, activation & retention reporting
- **Web3 Domain:** DeFi, stablecoins, Layer-2s, ZK/privacy, tokenomics, DAO governance
- **AI-Native:** proficient with AI tools for research, content creation, and ecosystem operations at scale

RECOGNITION

Celo Community Builder Award (Paris, 2022) — community-voted recognition for contribution, clarity, and sustained ecosystem leadership.