

# PRECIOUS ELISHA

## Web3 Ecosystem & Protocol Communications Lead

DeFi, Stablecoins & Layer-2s · 7+ years driving adoption, 4+ in crypto

📍 Remote

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✖ Focused Pilot

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## SUMMARY

I lead ecosystem communications, growth narratives, and adoption strategy for Web3 protocols across DeFi, stablecoins, and Layer-2s.

Over 7+ years (4+ in crypto), I've helped protocols scale from early launches to tens of thousands of users by translating complex products, incentives, and governance into clear, trusted messaging.

I work closely with product, engineering, and leadership to drive adoption, retention, and market-aligned growth in remote, high-context environments.

## KEY ACHIEVEMENTS

### Ecosystem Growth & Activation

Built and led a global ambassador network of 30+ operators across 30 countries in 90 days, driving localized adoption, support, and campaign execution.

### Protocol Education & Adoption

Designed and delivered DeFi education programs reaching 500+ participants, in partnership with Base, Celo, and Lisk, translating complex financial concepts into actionable user behavior.

### Community Trust & Recognition

Awarded the Celo Community Builder Award, voted by the community for contribution, clarity, and leadership.

### Operational Excellence & Retention

100% response rate to 5,000+ monthly inquiries within 24 hours leading to 30% increase in retention.

### Top-Tier Investor Backing

Core team member in projects that secured investments from leading VCs, including Bain Capital, 6th Man Ventures, and DWF Labs.

## CORE EXPERTISE

- **Ecosystem & Protocol Communications:** Narrative Development, Product Messaging, Launch Comms., Market-Facing Updates.
- **Growth Narratives & Incentive Strategy:** Aligning Incentives, Campaigns, and Messaging with user Behavior.
- **DeFi, Stablecoin & Layer-2 Ecosystems:** Hands-on Experience across Savings, Derivatives, Prediction Markets, and L2s.

## STRATEGY & EXECUTION

- **Community → Product Feedback Loops:** Turning user insight into product and roadmap inputs
- **Governance & DAO Enablement:** proposal comms, participation incentives, and alignment
- **Campaign Strategy & Execution:** launches, education programs, ambassador and creator activations.

## EXPERIENCE

### [Puzzle Wallet & Arcade](#)

- Privacy-focused consumer wallet & gaming app (ZK)

#### Online Community Manager (Ecosystem Communications & Growth)

📅 Nov 2024 - Sep 2025 📍 California, USA (Remote)

- Scaled and operated a **6,000+ member community** supporting **300,000+ wallet users**, aligning community programs with product adoption.
- Built and led an **ambassador network across 30+ countries**, enabling localized growth, support, and regional reward sourcing.
- Owned **reward and prize operations**, coordinating procurement, distribution, and fulfillment across global markets.
- Recruited and managed **50+ creators**, delivering **200+ pieces of short-form and long-form content** tied to product usage.
- Led **10+ community events**, maintained high-velocity user support, and partnered closely with **engineering and design** to resolve issues and improve user experience.

### [HaloFi](#)

- Stablecoin & DeFi staking platform

#### Community Specialist (Ecosystem Communications & Education Lead)

📅 Dec 2023 - Oct 2024 📍 London, UK (Remote)

- Led community, social, and educational initiatives across Discord, X, and content channels, supporting HaloFi's go-to-market and product adoption.
- Designed and delivered a **DeFi education program for 500+ participants**, partnering with **Base, Celo, and Lisk**, including direct collaboration with ecosystem founders.
- Executed growth campaigns that onboarded **10,000+ users** and **drove \$50K+ in stablecoin deposits** into HaloFi Save.
- Owned content and communications: authored blogs, product updates, and onboarding materials; supported UX testing and feedback loops.
- Represented HaloFi at key Web3 events and led partner coordination to expand visibility and ecosystem reach.

### [Surf Protocol \(now TurboFlow\)](#)

- Decentralized derivative trading protocol

#### Community Moderator (Community Operations & Incentives Contributor)

📅 Nov 2023 - Apr 2024 📍 Singapore (Remote)

- Contributed to the design and rollout of Surf's **community points and incentive system**, supporting growth to **\$1B+ in cumulative trading volume**, **\$33M TVL**, and **12,000+ traders**.
- Led day-to-day **Discord and Telegram operations**, resolving support issues and maintaining clear, accurate communication for traders.
- Escalated bugs, UX issues, and trader feedback to the core team, improving reliability and community trust during rapid growth.
- Supported early-stage community operations for a Bitcoin L2 derivatives protocol during rapid scale-up.

### [DIVA Protocol](#)

- DeFi derivatives & prediction platform

#### Community Manager (Ecosystem & Governance Operations)

📅 July 202 - July 2023 📍 Zurich, Switzerland (Remote)

- Scaled the DIVA community by **200%**, growing from **8,000 to 26,000+ members** through campaigns, contests, and consistent protocol communications.
- Designed and launched a **community points system** redeemable at TGE, incentivizing sustained participation and alignment.
- Owned day-to-day community operations, including Discord structure, moderation, user support, and the setup of a live price bot for real-time protocol visibility.
- Guided **10,000+ users** through testnet participation and onboarding flows, reducing friction for non-technical users.
- Facilitated early **DAO governance discussions**, supporting community understanding and participation in decentralized decision-making.

Additional Web3 roles, early-stage projects, and content-ambassador work available at [www.focusedpilot.com](http://www.focusedpilot.com)