Eetu Jouhki



CRYPTO PRODUCT & BRAND GROWTH SPECIALIST · WEB3

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Remote · UTC (any time zone)

Crypto-native product and brand growth specialist with **6+ years** in Web3, combining data-driven content strategy and hands-on community management with real, practical experience diagnosing on-chain issues and solving complex problems for users at scale. Proven track record scaling accounts from near-zero to tens of thousands of followers and tens of millions of impressions, while also resolving stuck transactions and wallet issues for large communities. Experienced leading design teams, managing client & partner relationships, and representing brands at major industry events.

EXPERIENCE

Social Media Manager — PlayToEarn

Jun 2024 – May 2026

- Led multi-platform content strategy combining data-driven planning, original graphics, and video — growing the account from **30K to 82K** followers and generating **25M+ impressions**.
- Planned and ran paid X ad campaigns that drove millions of impressions and measurable conversions.
- Represented the brand on the ground at major industry events including **TOKEN2049** and **Tokyo Game Show**, securing partnerships and gathering direct user/partner feedback.
- Built and maintained strong KOL and partner relationships to drive organic reach; led social planning for an industry awards event, generating **7M+ impressions** in a single month in 2025.

Head of Design & Social Media — GenX Analytics

Oct 2021 – Jul 2023

- Built the company's social media presence from the ground up — growing followers from **~900 to 40K+** and generating **5M+ impressions** across X and Instagram.
- Analyzed on-chain and market data across crypto sectors to identify trends, translating findings into infographics and written content.
- Hired, trained, and led a team of designers as the company scaled.
- Owned client relationships, ensuring partner projects and platforms were accurately represented across our channels.

Community Support — Decentraland

Mar 2020 – Nov 2021

- Provided real-time support across Discord, Telegram, X, and within Decentraland for a community of **100K+**, onboarding first-time Web3 users and assisting with ETH deposits and wallet setup.
- Diagnosed and resolved stuck on-chain transactions using Etherscan, coordinating with third-party services (e.g. Connext) to recover user funds — tracing transaction history across wallets and exchanges to identify where funds had become stuck.

EDUCATION

BSc (Hons) Music, Sound & Technology · 2:1
City, University of London
Sep 2016 – Jul 2019

WHAT EMPLOYERS SAY

> *"Eetu consistently created high-quality content and engaging visuals that performed well across our channels. Proactive, eager to take on more, and great at anticipating our needs. A reliable, talented professional who delivered."*
>
> — Chris Avignon, CEO, PlayToEarn

SKILLS

Social Media Growth
Integrated content & community strategies, with particular strength leveraging X to grow and nurture active audiences.

Graphic Design & Content
Brand identity, visuals, and bespoke content built for scroll-stopping impact, designed to convert attention into recognition.

Crypto / Web3 Knowledge
On-chain data analysis, market trend research, and crypto-Twitter veteran since 2018.

On-Chain Investigation & User Support
Tracing and resolving stuck transactions and wallet issues across exchanges, wallets, and chains using tools such as Etherscan.

Community & Client Management
Large-scale community moderation, partner/client relations, and team leadership.

AI & Automation Flows
Content-generation and multi-platform distribution flows enabling 24/7 operation and greater strategic focus.