Harry Bui

Growth & GTM Strategist

Vietnam · Open to remote roles

Phone: +84 376 014 391 · Email: 0xharrybui@gmail.com · Telegram: @harrybuix0

Portfolio: harrybui.tech · LinkedIn · GitHub

Helping Web3 teams turn market insight into positioning, community growth, creator outreach and partnerships across Vietnam and Southeast Asia.

SELECTED EXPERIENCE & RESULTS

4+ years in crypto and Web3 · **400+ key opinion leaders (KOLs)** in Threxa's reported network · Contributed to a confidential project reporting **$4M+ in revenue** and 18× post-TGE token growth (under NDA).

EXPERIENCE

Threxa Labs Agency

Web3 Growth Marketing Strategist | Dec 2024–present · Remote

- Lead go-to-market strategy for a Web3 agency serving 20+ clients.
- Built a network of 400+ KOLs across Vietnam, China, South Korea and Southeast Asia, and coordinate creator campaigns for token and game launches.

AntiAntiNFTs Club (AANC)

Member & Community Contributor | Jan 2024–present · Remote

- Support community and campaign activities across Web3 gaming projects, including Gomble Games, GOAT Gaming, Lumiterra, Moku, Eternals, Counter Fire and BreadnButter.
- Represent AANC as a Sandbox Ambassador, supporting Vietnamese community content and gameplay activities.
- Supported event messaging, partner promotion and coverage for Non-Fungible Singapore 2025.

Case studies: Sandbox ambassador · Non-Fungible Singapore

Wolf Capital

Business Development Specialist | May 2024–Aug 2025 · Remote · Full-time

- Delivered strong sales results across four consecutive quarters.
- Built and maintained a database of 400+ KOLs and negotiated partnership deals directly with KOLs.
- Executed go-to-market strategies for 8 projects across DePIN, AI, GameFi and Layer 2.

RuneMine / Mine Labs

Growth Strategist | Sep 2024–Dec 2024 · Remote

- Advised on gamified growth strategy, campaign mechanics, KOL activations and ecosystem partnerships.

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EXPERIENCE (CONTINUED)

Sui Vietnam

Social Media Manager | Jan 2024–May 2024 · Remote

- Localized Sui content for Vietnamese audiences and supported community communication and onboarding across Facebook, X and Telegram.
- Managed day-to-day social publishing and content quality checks.

Case study: Sui Vietnam case

Open World (OpenWorldFi)

Researcher & Content Writer | Aug 2023–Jun 2024 · Remote

- Produced product documentation and explanatory content for a decentralized-finance product.
- Contributed product ideas and feedback on growth and community strategy.

Case study: Open World case

C-Spaceship Marketing Agency

Researcher, later Deputy Head of Research | Jan 2022–Sep 2023 · On-site

- Produced 150+ research articles and reviewed research quality.
- Trained researchers and managed recurring content operations.

Case study: C-Spaceship case

CORE SKILLS

Growth & GTM Product positioning; go-to-market strategy; market and audience research; campaign planning and execution; investor research and pitch development; user onboarding.

Community & partnerships Community development and engagement; KOL and creator outreach; partnership development; Vietnam market localization; community campaign coordination.

Research & content Web3 market and ecosystem research; product documentation; content strategy and storytelling; editorial review and researcher mentoring; publishing operations.

AI & workflows AI-assisted research and drafting; agent coordination and workflow design; context preparation and documentation; source checks and output review; internal workflow automation.

Web3 & venture knowledge EVM and non-EVM ecosystems; wallets and on-chain activity; smart contracts and tokens; DeFi, NFTs, GameFi, memecoins and real-world assets; token models and startup validation.

EDUCATION & LANGUAGES

University of Fire Prevention and Fighting | Fire Prevention, Firefighting and Rescue | 2017–2021

Languages Vietnamese (native) · English (professional working)