

# ADONIS CYRIL

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Web3 growth operator and marketing strategist with three years of founder-level experience building a crypto native agency from zero to a 30-person team serving protocols like Polygon, Linea, Symbiotic, Avail, and Vana. Proven record across community growth (230K+ Discord members), KOL program management (100+ KOLs, 10.9M+ reach), ecosystem grant acquisition (\$200K ARB STIP), and narrative campaigns reaching \$3B peak FDV on Binance. Deep expertise in go-to-market execution, investor communications, on-chain growth mechanics, and narrative development across DeFi, Layer 2, and AI x Crypto verticals.

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## WORK EXPERIENCE

Cofounder at [Radarblock](#)

December 2022 – September 2025

### Strategy, Operations & Team Leadership

- Built and led a cross-functional team of 30 across marketing, research, KOL management, community operations, content, and BD
- Designed the agency's five-workstream methodology covering onboarding, narrative workshops, market analysis, prioritization, execution, and growth amplification
- Authored all pitch decks, proposals, and competitive positioning materials; created frameworks for client tiering, KPI alignment, and sprint cadences
- Organized and hosted GrowthRadar (764 attendees) and AI Block Summit (1,496 attendees) at TOKEN2049 Dubai with speakers from Berachain, Dune, 0G, Eclipse, Wormhole, and others

### Community Growth & Social

- Symbiotic: Onboarded 230K+ Discord members and drove 18.5K+ active participants through sustained event led engagement and ecosystem activations
- PIN AI: Onboarded 1.8M+ users through TG mini app; scaled X audience from 10K to 300K+ followers ahead of token launch
- Kite AI: Grew community to 300K+ (200K+ X followers, 100K+ Discord) for Avalanche's flagship Layer 1 AI subnet; recorded 500K+ testnet transactions
- Covalent: Achieved 554K+ impressions in two months breaking into the AI x Crypto narrative; reached 0.25% peak mindshare with 924 high signal accounts

### KOL Programs & Creator Campaigns

- Built and managed a network of 100+ KOLs with cumulative reach exceeding 10.9M followers
- Linea (Consensys): Crafted KOL narratives for the DeGame festival reaching 850K+ participants during peak month with 4.9M tasks completed
- Polygon (AggLayer): Generated 1M+ impressions through educational creator led content grants program; improved AggLayer understanding across the builder community

### Partnerships, BD & Grants

- Good Entry: Engaged 50+ delegates with 100M+ \$ARB delegated; secured \$200K USD via 200K ARB STIP grant with 93% votes and 174M delegate ARB support from GMX, Socket, Galxe, Sushi, and Camelot
- Aavegotchi: Managed the \$20M DAI unbonding curve campaign for \$GHST alongside the Polygon team, driving \$GHST to trend on CoinGecko and reinforcing Polygon wide ecosystem ties

### PR, Narrative & Launch Execution

- Avail: Delivered 3M+ impressions across key crypto channels; established \$2.5M+ daily liquidity pool volume and positioned Avail as a leading protocol in the Data Availability category
- Vana: Onboarded 1.3M users through Telegram mini app; supported growth campaigns contributing to \$3B peak FDV following Binance listing and 1M+ onchain transactions within the first month of mainnet launch
- Socket (Bungee): Generated 1M+ impressions through coordinated high impact announcements; cemented Socket's position as a leading chain abstraction protocol with Bungee V2 traction across Turkey, Asia, and CIS markets
- Good Entry: Growth campaigns contributed to \$1.5M raised on Camelot in under one minute at launch with the token reaching 3x its initial valuation immediately

## Consulting & Growth Programs

- Good Entry: Built proprietary KOL engagement tracker measuring cost per value and cross engagement rates; delivered 4M+ impression campaign over 2 quarters across 20 KOLs with 165% increase in impressions, 95.2% increase in profile clicks, and 88.8% follower growth
- PrismaX: Added 1.4K+ new followers to the founder's X account within two months; doubled the cohort of smart followers through consistent positioning and narrative clarity across the AI ecosystem

## **DeFi Editor at [Polygon](#)**

**May 2022 - December 2022**

- Managed editorial for DeFi team, proofreading 100+ articles, documentations, and partnership announcements. Researched DeSci grants, contributing to \$10M+ in ecosystem funding through Polygon village investments
- Reviewed 50+ protocols monthly for grants at PolygonDAO; Communicated results to 300+ teams cumulatively. Bridged partnerships with auditors like Certik and Halborn, unlocking \$500K+ in development vouchers given to grant applicants.

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## **CONTRACTUAL WORK EXPERIENCE**

### **Newsletter Editor at [Redacted Protocol](#) (Now Dinero, acquired by Plume Network)      March 2022 - July 2022**

- Communicated rebasing pivot (V2 launch) to 5K+ community members. Edited explainers for Pirex and Hidden Hand; Conducted sentiment analysis on 200+ Twitter threads.

### **Former Editor and Podcaster at [OlympusDAO](#)**

**November 2021 – February 2022**

- Edited Agora Dispatch for 10K+ readers; Hosted podcasts and Twitter spaces on v2 migration, engaging 2K+ participants. Built community GatherTown

### **Core Member of [BanklessDAO](#) (Now Blackflag DAO)**

**October 2021 – March 2022**

- Fast-tracked to core team via contributions; Edited newsletters and copy for clients like Aave. Coordinated talent for 50+ recruits; Managed Discord (20K+ users) and partnerships across guilds.
- Education Guild lead for the session of 2021-22

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## **SKILLS**

**Marketing:** KOL Management, Community Building, Go to Market Strategy, Narrative Development, Content Strategy

**Operations:** Agency Scaling, Team Leadership, Investor Relations, Pitch Decks

**Domains:** DeFi, Layer 2s, Infrastructure, Consumer AI

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## **OTHERS**

**Publications:** Co-authored peer-reviewed articles in Harvard Public Health Review and Annals of Global Health on COVID-19 vaccination and behavioral compliance

**Research:** Completed Computational Neuroscience track at Neuromatch Academy; worked with Human Connectome Project dataset using Python and ML libraries

**Recognition:** Sir Syed Global Scholarship Awardee (selected from 293 global candidates); National Debating Champion of India (Association of Indian Universities)