Natalia Trybala
Marketing & Operations

London, United Kingdom   ✉ nataliatrybala@outlook.com   in LinkedIn   ○ GitHub   Personal Portfolio Website
🐦 Twitter

Results-driven marketing professional with a proven track record in creative content creation, social media marketing, and community growth. Proficient in shaping product and marketing roadmaps through rigorous analysis via various data points. Excels at collaborating with partners to drive marketing initiatives, crafting compelling case studies, simplifying complex information, and managing online communities. Possesses diverse skills and experience in cross-functional collaboration and team leadership.

EXPERIENCE

Dec 2022 – present
Remote

Marketing & Operations, ZettaBlock 🔗
- Strategically devised and executed creative content strategies on Twitter 🔗 , LinkedIn 🔗 , and Discord, resulting in a remarkable total of **275k impressions**, substantially boosting brand visibility.
- Led a **data analysis** initiative aimed at understanding **user behavior** before and after platform access. Utilized these insights to **drive the implementation of new features** and improve future marketing and partnership campaigns, resulting in **enhanced user experiences** and strategic growth opportunities.
- Collaborated closely with strategic partners (**Chainlink, zkSync, Polygon, OpenZapplin, Cube3**) to define deliverables and develop **high-quality case studies** showcasing the company's achievements and strengths.
- Authored a range of **technically-stimulating blog posts** 🔗 and **documentation** 🔗 , working closely with engineering teams to facilitate bi-weekly **product updates**, effectively communicating the latest features to developers and promoting ongoing **engagement and adoption**.
- Played a pivotal role in crafting effective **Go-To-Market** (GTM) strategies to **drive product visibility** and market penetration.
- **Facilitated effective communication** between product/marketing and engineering teams, ensuring seamless project execution and alignment with **business objectives**.

May 2022 – Dec 2022
Remote

Freelance Blockchain Analyst, Flipside Crypto 🔗
Competed in bounty-based research projects. Performing analysis for multiple different blockchains, both **EVM** and **non-EVM**.
2nd Place in the NEAR competition, as well as 8 other Top Awards.

Oct 2022 – Nov 2022
Remote

Data Alchemist BootCamp, Covalent 🔗
Conducted **Data Analysis** on **Web3** Decentralized Applications (**dApp**s), using Increment 🔗 , a **business intelligence** tool, centred around empowering **Web3** builders, analysts and investors to understand the performance metrics that matter.

EDUCATION

London,
United Kingdom

BSc Physics and Philosophy, King's College London
Learning a variety of topics, ranging from Greek Philosophy, Philosophy of Physics, to Quantum Mechanics and Special Relativity.

Web3 Degree, Alchemy University
Intro to Solidity | Road to Web3

London,
United Kingdom

A-levels, Woodhouse College
Achieved A*A*A*A in the following subjects:
Physics, Philosophy, Maths, Further Maths.

United Kingdom

Various Summer Programs
- UNIQ Summer School (University of Oxford): Mathematics Intensive Program.
- Physics Summer School (Imperial College London): STEM Program.
- MSSL Space Science Work Experience

PROJECTS

Apr 2022 – Dec 2022   **Data Dashboards** 🔗

Sep 2022   **City of Near, A guide through the NEAR Blockchain.** 🔗

SKILLS

Data Analysis, Data Visualisation, Social Media Marketing, Content Strategy, Community Growth, Audience Engagement, Strategic Expansion, Market Reach Optimization, SEO, Partnership Collaboration, Technical Writing, Digital Advertising, Email Marketing, Product Launch Strategy, Google Analytics, Customer Segmentation, ROI Analysis, Web3 Analytics