

# Karol Stanczak

UTC+1 | Poland | [karol@stanczak.org](mailto:karol@stanczak.org) | [LinkedIn](#) | [X](#) | [Telegram](#) | [Supplement](#)

Marketing and Community Leader with 7 years of experience, thriving in fast-paced environments and driving ideas from concept to execution. Proven track record of leading teams ranging from 3 to 150 members, including volunteers, affiliates, KOLs, content creators, contractors, agencies, and ambassadors. Skilled in managing large communities and recognized for excellent written and verbal communication in English. Translating product to the end user. Localizing experience.

[Blum.io](#),

Apr 2024 - Mar 2025

## Marketing Lead & Head of Affiliates

*Crypto exchange (spot, perpetuals, memecoins) on Telegram, targeting Gen Z in developing countries.*

- Recruited & collaborated with 20,000 creators and affiliates (1K–10M followers)
- Grew and positioned Blum.io as the go-to exchange on Telegram
- Led app localization process for 6 languages
- Scaled the early invite-only e-mail waitlist from 100K to 2M users
- Expanded the Marketing & Community team from 2 to 10 employees
- Delivered 30+ in-app user acquisition campaigns for partners incl. Binance, Bitget & Catizen
- Executed 20 user retention campaigns reaching 1M–20M users
- Led Youtube channel to 8M subscribers and 500M views with 400+ videos

[Stanczak.org](#),

Jan 2024 - Jun 2024

## Crypto Marketing & Community Advisor (Self-employed)

[Fintopio.com](#)

*Crypto wallet on Telegram with cross-chain swap functionality.*

- Supported the development of an initial 6-month Marketing & Community budget
- Identified and mapped relevant Key Opinion Leaders (KOLs) and media partners for outreach
- Contributed to shaping the go-to-market strategy for a Telegram Mini App

[Ari10.com](#)

*Crypto on-ramp & off-ramp provider offering B2B & B2C solutions, available online & offline*

- Redefined brand, content, and growth strategy following the merger of Bitcan & Ari10
- Prepared team structures, processes & internal documentation for international expansion
- Collaborated with sports organizations and athletes, including MMA fighters, to promote the brand outside crypto circle

[Lewk.com](#),

Dec 2021 - Mar 2023

## Operations and Investor Relations Manager

*Content monetization platform for creators and influencers; bio-link solutions for social media.*

- Led company incorporation and licensing in Dubai's DMCC zone
- Scaled the team from 3 to 15 employees
- Managed \$3M in VC funding, including budgeting, financial oversight, and allocation
- Coordinated product development across two software houses
- Directed investor-focused PR efforts

Crypto.com,

Mar 2020 - Oct 2021

**Head of Community in Central Eastern Europe (CEE)**

*Crypto exchange with debit cards and earn accounts.*

Jul 2020 - Oct 2021

- Expanded the Central & Eastern Europe Community team from 2 to 10 members
- Managed a global team of 15 Community Managers
- Coordinated localization for Product, Help Center, and News across 8 languages
- Developed an in-house system for social media data and keyword tracking
- Led creation of the internal knowledge base and onboarding processes

**Community Manager, Poland**

March 2020 - June 2020

- Grew the Polish community from 500 to 5,000 active members and card owners
- Onboarded and coordinated content rollout with 15 Key Local Opinion Leaders (KOLs)
- Localized the core product and Help Center for the Polish market
- Acted as spokesperson in the local market

Binance.com,

November 2018 - March 2020

**Ambassador Program Manager**

*World's largest crypto exchange by trading volume (spot & derivatives).*

- *Expanded the global Volunteer Community Team from 30 to 150 'Binance Angels'*
- *Established processes for volunteer screening, onboarding, and evaluation.*
- *Managed global rollout of volunteer-led campaigns and offline meetups, including planning, budgeting, promotion, and performance evaluation*
- *Served as liaison between the user community, volunteers, and internal teams*

**Translator English to Polish,**

October 2018 - November 2019

- Translated 110 articles (85,000 words) on blockchain and crypto terminology.
- Localized website, app, product, and marketing materials on a daily basis.

**NGO**

Polish Blockchain and New Technology Chamber of Commerce,

**Co-creator,**

April 2018 - July 2018

*Legal representative for companies in the context category within Poland.*

- Researched and onboarded the first 100 companies to form the founding committee.
- Selected organization name, registered domain, and launched the official website.
- Managed newsletter database and distribution.
- Planned and co-led the first founding committee meeting.
- Oversaw the transfer of assets to the newly elected management team.

**Volunteer**

Binance.com,

June 2018 - August 2019

**Ambassador, Poland (Binance Angel)**

- Brand voice within the local Community, both online and at offline events
- Organized 4 meetups and represented in 6 industry conferences
- Set up and manage social media profiles on Telegram, Facebook, and Twitter
- Promoted crypto adoption and awareness in the local market

**Education**

Faculty of Management at University of Lodz, Marketing: Bachelor's

October 2013 - July 2016