Hasan Toprak

Web3 Community Manager

Tokyo, Japan   hasantoprak@hotmail.de

Languages: English · Turkish · German

// EXPERIENCE SUMMARY

5+ years full-time in Web3 community management across 10+ projects, mostly in the Solana ecosystem. I build and run communities, develop Discord/Telegram bots, and lead cross-functional teams. I've kept communities engaged through bear markets and know how to balance growth with retention. Comfortable with the technical side (bot development, automation) as much as the people side (moderation, events, content).

// EXPERIENCE

Community Manager
Reign of Titans (Anheuser-Busch / AB InBev) · 2024 – Present

— Lead three regional community teams (Global, India, LATAM) for a play-to-own battle game backed by AB InBev
— Manage four social media accounts and organize tournaments with prize pools up to $20,000
— Develop community strategies that lower entry barriers in NFT gaming while maintaining engagement
— Oversee collective-powered think tank ensuring innovation-sharing and collaborative growth

Community Manager
Pathfinders · February 2024 – February 2026

— Spearhead community initiatives for LST-NFT projects, aligning minter incentives with creator goals
— Design and execute campaigns emphasizing innovation, fair access, and reduced risk in NFT ecosystems

Community Manager
Subber.xyz · December 2023 – January 2026

— Lead community engagement strategies empowering Web3 users with intuitive tools
— Design and execute loyalty programs driving user adoption and retention

Community Manager
Superteam Turkey · April 2023 – Present

— Support Solana ecosystem projects in Turkey through targeted launches and community growth initiatives
— Collaborate with developers, creatives, and operators to deliver high-impact campaigns

Community Manager
Dokyo · August 2023 – December 2024

— Managed community engagement for a prominent NFT project, driving holder retention

Core Team Member
DegenU · October 2022 – April 2024

— Contributed to building Web3's premier educational hub for knowledge-sharing and job placement
— Managed community initiatives rewarding active participation and learning

Community Moderator

Rooniverse · October 2022 – February 2024

— Engaged community for a blockchain-powered MOBA game developed with AAA gaming veterans
— Supported integration of creator tools and blockchain features

Community Advisor & Team Manager

SOLDecoder · May 2022 – Present

— Develop and promote AI-powered Discord bots enhancing community interactivity and engagement

Co-Owner & Project Manager

Sisterhood of the Knives · January 2022 – Present

— Manage lore-driven NFT project inspired by manga/anime, fostering deep community engagement

// ADDITIONAL EXPERIENCE

Community Advisor at Cardboard Citizens (May 2023 – Aug 2024) · Community Manager at Robo Ramen (Mar 2023 – Aug 2024) · Project Lead & CM at GMers (Aug 2022 – Apr 2024) · Community Manager at Sovana / 1KinLabs (Mar 2022 – Jul 2022)

// SKILLS & EXPERTISE

Community & Strategy: Community Strategy Development, Social Media Marketing, Event Management, Content Creation, Campaign Design, Cross-functional Team Leadership

Technical: Discord Bot Development, Telegram Bot Development, Database Management, Automation Systems

Web3: Solana Ecosystem, NFT Innovation, Blockchain Technology, DeFi Concepts, Tokenomics, Web3 Tools & Platforms

// EDUCATION

Technical Abitur · FOS Ingolstadt, Germany

Japanese Language Studies · ISI Japanese Language School, Tokyo

// KEY ACHIEVEMENTS

— Successfully managed communities for 10+ Web3 projects, contributing to sustained user retention during market downturns
— Built and scaled community-led initiatives empowering members with rewards and creative opportunities
— Designed campaigns for innovative NFT products that enhanced user trust and drove adoption
— Developed custom Discord bots with economy systems, security features, and engagement mechanics