



CONTACT

Madrid, Spain

Telegram: @kei_vei

linkedin.com/in/katie-voronina

X: @Katie_Voronina

CORE SKILLS

Event Strategy & Production

Conference & expo management ·
Budgeting & vendor negotiation ·
Speaker relations · On-site operations ·
Side events & activations

Event Marketing & Growth

Launch campaigns · Co-marketing &
sponsorships · Community activation ·
PR & media · Brand storytelling

Analytics & Operations

Event ROI & performance reporting ·
CRM & outreach · Cross-functional
coordination
U.S. crypto marketing & content
compliance awareness

CERTIFICATIONS

Project Management

Project Management Institute · 2019

Data Science Specialization

Johns Hopkins University · 2020

EDUCATION

Lomonosov Moscow State University

Master's degree, International
Relations · 2012

LANGUAGES

Russian	Native
English	Fluent
Spanish	Fluent

Katie Voronina

Web3 Marketing Lead · GTM · Partnerships

I build marketing teams, explain blockchain products and coordinate launches, partnerships and international events. I work closely with engineering, product and legal teams, with a working knowledge of Substrate, Ethereum, L1/L2 architecture and cross-chain infrastructure.

135

DOCUMENTED
ENGAGEMENTS

191+

ARTICLES IN
TEAM ARCHIVE

31,433

TESTNET
PARTICIPANTS

132K+

X COMMUNITY
FOLLOWERS

EXPERIENCE

Co-Founder

Mar 2026 - Present

ETH Bali · Web3 events

- Co-founded ETH Bali and lead partnerships, sponsorships, community growth and go-to-market planning for the inaugural event, planned for 2027.

BD & Marketing Manager

Nov 2025 - Mar 2026

Genzio Media · Part-time, remote

- Ran crypto marketing campaigns from strategy and creative coordination to performance tracking. Led co-marketing with ecosystem projects and advised founders on GTM and community growth.

Senior Marketing Manager

Aug 2021 - Sep 2025

Gear Technologies / Vara Network · Remote

- Built the marketing function after Gear's \$12M funding round. Managed a team of **5+** and delivered launch messaging for **five major product milestones**, including Vara mainnet.
- Coordinated both Medium publications from their early stages: content planning, technical input, editing and publishing. At least **191 articles** are documented through September 2025; wrote selected articles personally.
- Worked with engineering and product to explain protocol features and integrations. Collaborated with the U.S.-based legal team on content review and applicable compliance requirements.
- Ran co-marketing and partner communications with Coinbase, Gate.io, HTX, SubWallet, Nova Wallet and Talisman.
- Led community marketing while the team's audience reached **132K+ X followers, 22K Discord members and 14K Telegram members**.
- Managed event budgets, venues, vendors and speaker logistics. Coordinated internally with teams and external event organizers.



CONTACT

Madrid, Spain

Telegram: @kei_vei

linkedin.com/in/katie-voronina

X: @Katie_Voronina

TECHNICAL KNOWLEDGE

Polkadot & Substrate

Polkadot and Kusama; relay chains, parachains, shared security, XCM, staking and governance.

Ethereum & scaling

EVM; L1/L2 architecture; optimistic and ZK rollups; execution, settlement and finality.

Smart contract architecture

Rust and WebAssembly concepts; actor model; asynchronous messaging; persistent memory; gas sponsorship.

Bridges & infrastructure

Cross-chain bridges and interoperability; ZK proofs, light clients and trust assumptions; indexing, oracles and validators.

HOW I USE THIS

Product explanations, technical content, partner communications, developer education and conference talks.

Selected work

Gear / Vara · August 2021 - September 2025

CAMPAIGN RESULTS

Vara incentivized testnet · 2023

Worked on marketing, onboarding content and campaign communications. Vara reported **31,433 participants**, **2,671,805 transactions** and **4,488,632 messages** across the testnet campaign.

Gate.io Startup & listing · January 2024

Coordinated marketing and partner launch communications. Gate reported **65,330 participating accounts**, **56,756 valid unique participants** and 603,218 VARA distributed.

Coinbase Learning Rewards · 2023

Coordinated educational content and partner communications for wallet setup, NFT minting, gaming and staking. Also worked on communications around the separate VARA listing.

Campaign figures are project-wide outcomes reported by Vara and Gate. My role was marketing, content and communications.

EVENTS & MEDIA

135 distinct documented engagements, including personal appearances, hosting, production and internal coordination with organizers.

- **30** meetups, workshops and side events; **28** conference engagements; **8** hackathon programs.
- **18** interviews, AMAs and X Spaces as speaker or host; **52** additional produced or internally coordinated media sessions.

The conference count includes 9 personal in-person appearances, 1 online appearance and 18 team activations or speaker-coordination engagements. One online conference also appears in the interview count. These are documented minimums, not a complete career total.

SELECTED EVENTS

Polkadot Decoded · Copenhagen

Workshop with SubQuery; speaker and co-host.

Prague · Madrid · Brussels · Paris · Bangkok

Polkadot speaking appearances, community meetups, ETHGlobal, ParisDOTCom and Devcon-related work.

PARTNERS & ECOSYSTEM KNOWLEDGE

Wallets: SubWallet, Nova Wallet, Talisman.

Developer data: SubQuery and Subsquid indexing.

Oracles: DIA xRandom. **Validators:** Blockdaemon.

Exchanges: Coinbase, Gate.io and HTX.

Understood what the integrations added and used that knowledge in content, partner education and communications.