

ELIOT COUVAT | CONTENT STRATEGIST

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SUMMARY

I'm a social media manager and content strategist with 3+ years of experience in Tech. I spent the last 1.5 years growing Coinvise, a DAO tooling platform where I led all content marketing and go-to-market motions for a crypto-native audience. I've worked closely with over 10+ partners in crypto, such as Forefront and Coindesk, to develop co-marketing strategies and strategic partnerships. I've run end-to-end campaigns, written threads that generated thousands of likes, and led SEO efforts.

EXPERIENCES

THE MODERN WORLD BUILDER, Writer

SAN FRANCISCO, CA

Content writing studio for Web3 startups and communities.

Jan. 2023 – Present

- Established a social media presence of 7,000+ followers across platforms by leveraging data analytics and reporting.
- Self-published my first book, selling over 1000 copies on Amazon in less than a year (*The Social Token Revolution*).
- Identified and established partnerships with 10+ relevant influencers, resulting in ~50 followers month over months.
- Ghostwritten articles for multiple executives and top leaders, positioning them as Thought Leaders in their industry, helping them scale their personal brand and raise funds.

COINWISE, Head Of Content

SAN FRANCISCO, CA

Crypto Startup building Web3-native tools for internet communities.

Jul. 2021 – Dec. 2022

- Created and distributed insightful content daily, driving social media presence from 0 to 20,000+ followers.
- Conducted keyword research to identify the best terms for SE campaigns, enhancing organic search traffic by 57%.
- Created a content calendar that delivered resources on schedule, boosting audience retention by 50% YoY.
- Drove community growth and engagement by sparking insightful conversations online (Discords, Twitter), cultivating deeper interactions offline at conferences, and implementing ideas through Hackathons and Workshops.
- Planned, researched, and wrote, 45+ long-form SEO blog content for Coinvise which directly led to 3 new partnerships after the articles were published.

LUNCHCLUB, Marketing Operations Manager

SAN FRANCISCO, CA

All super-connector that matches you with new professionals weekly.

May. 2020 – Jul. 2021

- Oversaw day-to-day marketing operations and supported the execution of the social media strategy.
- Attracted 2400+ visitors to the Lunchclub website via strategic online marketing initiatives with no additional cost.
- Provided editorial oversight of all brand copy across web pages, emails, and platforms, ensuring 100% consistency of voice and tone throughout communications.

THE NEXT WEB, Marketing Operations Manager

AMSTERDAM, NL

European Tech Crunch

Feb. 2020 – Aug. 2020

- Created dynamic infographics to engage the audience, reach customers, and build brand loyalty; increasing social media engagement by 20%.
- Identified and established partnerships with 320+ relevant startups, which increased audience reach for each program.

SKILLS

Hard Skills: Content strategy (Advanced), Branding (Experienced), Storytelling, Creative Writing, Digital Marketing.

Techniques: Content Development, Digital Strategy, Web Content Management, Graphic Design, Video Production.

EDUCATION

INSTITUT MINES-TELECOM BUSINESS SCHOOL

Paris, FR

Master's Degree in Business and Innovation

2017 – 2020

- Relevant coursework: Digital Marketing, Innovation, Communication, Social Media.