Harry Bui

Growth & GTM Strategist

Vietnam | Available for remote roles

0xharrybui@gmail.com | linkedin.com/in/harryx0/ | github.com/hbui290

harry-bui-portfolio.haibui3229.chatgpt.site

Growth and GTM strategist working with early-stage Web3 teams on positioning, community development, creator outreach, and partnerships across Vietnam and Southeast Asia.

EXPERIENCE

Threxa Labs Agency

Co-founder & Web3 Growth Marketing Strategist | Dec 2024-present | Remote

- Lead go-to-market strategy with a revenue focus for a Web3 agency serving 20+ clients.
- Built a network of 400+ key opinion leaders (KOLs) across Vietnam, China, South Korea, and other Southeast Asian markets; now coordinate creator campaigns for token and game launches.

AntiAntiNFTs Club (AANC)

Member & Community Contributor | Jan 2024-present | Remote

- Represent AANC as a Sandbox Ambassador, supporting Vietnamese community content and gameplay activities.
- Contribute to community campaigns for BreadnButter and GOMBLE.

Wolf Capital

Business Development Specialist | May 2024-Aug 2025 | Remote | Full-time

- Top-performing Business Development contributor, delivering strong sales results across four consecutive quarters.
- Built and maintained a database of 400+ KOLs for ecosystem projects.
- Negotiated and closed partnership deals directly with KOLs.
- Executed go-to-market strategies for 8 projects across DePIN, AI, GameFi, and Layer 2.

RuneMine / Mine Labs

Growth Strategist | Sep 2024-Dec 2024 | Remote

- Advised on gamified growth strategy and campaign mechanics.
- Advised on KOL activations and ecosystem partnership initiatives.

Sui Vietnam

Social Media Manager | Jan 2024-May 2024 | Remote

- Localized Sui content for Vietnamese audiences and supported community communication and onboarding across Facebook, X, and Telegram.
- Managed day-to-day social publishing and content quality checks.

EXPERIENCE (CONTINUED)

Open World (OpenWorldFi)

Researcher & Content Writer | Aug 2023-Jun 2024 | Remote

- Produced product documentation and explanatory content for a decentralized-finance product.
- Contributed product ideas and feedback on growth and community strategy.

C-Spaceship Marketing Agency

Researcher, later Deputy Head of Research | Jan 2022-Sep 2023 | On-site

- Authored 150+ research articles and reviewed research quality.
- Trained researchers and managed recurring content operations.

SELECTED CONTRIBUTIONS

Non-Fungible Singapore 2025

Oct 2025 | Singapore | Marketing Contributor - AANC

- Contributed event messaging, partner promotion, community outreach, and event coverage for AANC during TOKEN2049.

AI-assisted research & operations

Internal workflows & public prototypes

- Turn research questions and launch notes into campaign briefs, audience maps, outreach trackers, and structured research notes using AI-assisted workflows.
- Build and operate internal automations for outreach, lead and KOL research, content drafting, and community support.
- Review sources, factual claims, attribution, and tone before releasing outputs.

CORE SKILLS

Growth & GTM: Product positioning; go-to-market strategy; customer discovery fundamentals; campaign mechanics; community outreach; user onboarding.

Community & partnerships: Early-stage community development; outreach and collaboration proposals tailored to established communities; KOL and creator distribution; Vietnam localization; ecosystem partnerships.

Research & content: Crypto market research; product documentation; audience-focused storytelling; pitch structuring; editorial quality review; publishing operations.

AI & workflow skills: Breaking tasks into steps; coordinating AI agents; organizing project context; checking AI outputs; documenting workflows; AI-assisted research, drafting, and internal automation.

Web3 & venture knowledge: Ethereum and Layer 2 fundamentals; wallet and transaction flows; Solidity and DApp concepts; ERC-20/721/1155 standards; DeFi and AMM mechanics; startup validation and business-model fundamentals.

EDUCATION

University of Fire Prevention and Fighting

Fire Prevention, Firefighting and Rescue | 2017-2021

LANGUAGES

Vietnamese (native) | English (professional working)