



THOMAS BLANC

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CAMPAIGN MANAGER · LIFECYCLE · GROWTH · CRYPTO SINCE 2019

SwissBorg lifecycle veteran. French native. Crypto builder since 2019.

Growth marketer, 6+ years full-time in crypto, English C2 + French native. At SwissBorg I owned lifecycle, gamification and GTM campaigns: \$1M in deposits week-1 on a product launch and +\$300K incremental revenue from gamification mechanics. At Galactica I grew a crypto audience 2K → 2M followers, 100% organic. I co-founded Mithril (\$400M+ volume), a crypto product I built from zero with a bootstrapped team. I'm a long-time Binance user, and I shipped a 30-day France-first campaign plan for Binance Europe before applying. See it: binance-thomasblanc.pages.dev

EXPERIENCE

MITHRIL

OCT 2025 TO NOW
REMOTE

CO-FOUNDER · CRYPTO APP BUILDER (BOOTSTRAPPED)

- \$400M+ all-time volume in 6 months, \$100M in first 56 days, bootstrapped, no external funding. Own product, growth and GTM end-to-end.
- Built a natural-language app builder for crypto workflows. Single-handedly cover product, growth, content and ops, full-stack operator mindset.

GALACTICA NETWORK

JUN 2024 TO NOV 2025
LIMASSOL

HEAD OF ECOSYSTEM · ORGANIC GROWTH IN CRYPTO

- Grew community from 2K to 2M followers + 30K Discord in 18 months, 100% organic, zero paid spend. Multilingual content (FR, EN, ES).
- Built CypherUniversity: 200 certified KOLs with on-chain credentials, a referral + ambassador engine template that maps directly onto Binance Affiliates/KOL programmes.

SWISSBORG

OCT 2022 TO JUN 2024
REMOTE

GROWTH HACKER → SENIOR GROWTH SPECIALIST · LIFECYCLE + CAMPAIGNS

- Owned GTM for a thematic product launch: \$1M in deposits week 1, best launch of the year. Segmented audience, lifecycle email + in-app, A/B tested copy, full attribution.
- Designed gamification mechanics: +\$300K incremental revenue in 3 months. Reward loops, behaviour milestones, variant testing, iteration on engagement data.
- Built User Behaviour Model from scratch: activation triggers, reactivation windows, LTV cohorts, retention dashboards. Lifecycle campaigns adopted as standard playbook.
- Led partnership co-marketing campaigns for token listings & Earn product expansion, repeatable campaign template for new-asset GTMs.

EARLIER

2019 TO 2022
CRYPTO / FINTECH

MARKETING & GROWTH · BITBOND, FREELANCE CRYPTO

- Entered crypto full-time in 2019. Built content, SEO and community work across fintech and early crypto projects. 8 SEO sites from scratch, 1M impressions, 10K clicks in under 2 months.

SKILLS

GROWTH & CAMPAIGN

Lifecycle marketing · User acquisition · Retention · Referral programs · A/B testing · Funnel optimization · Segmentation · Personalization · Automated user journeys · GTM launches · KPI reporting

DATA & TOOLS

Data-driven decision making · Cohort analysis · LTV modelling · Funnel attribution · CRM (Braze-class) · Google Analytics · Meta Business Manager · Semrush · Internal dashboards

CRYPTO & DOMAIN

Cryptocurrency · Blockchain · Web3 · DeFi · Exchange mechanics (Spot, Margin, Futures) · French crypto media & KOL landscape · MiCA context · Regulatory comms

BUILDER STACK (BONUS, NOT PRIMARY)

Node.js · TypeScript · HTML/CSS/JS · Python · Claude Code (daily driver) · n8n automation · GitHub · I ship campaigns with the same rigor as products.

EDUCATION

Diplôme d'Ingénieur · Physics Engineering
INSA TOULOUSE · 2010-2015 · MASTER OF ENGINEERING (BAC+5)
MSc Ingénieur d'Affaires Industrielles
ÉCOLE D'INGÉNIEURS DE TOULOUSE · 2015-2016 · RANK #1 SMBG 2014
Investment Management
UNIVERSITÉ DE GENÈVE · 2021

LANGUAGES

FRENCH NATIVE
ENGLISH C2 · BILINGUAL
GREEK INTERMEDIATE

