

# NGUYEN HOANG DUNG (DEE)

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## PROFILE SUMMARY

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Research-minded Business Development professional with 3+ years in Web3 launchpad and venture-builder ecosystems. Evaluated 150+ projects through end-to-end due diligence and competitive analysis, and built Python (AI-assisted) tooling to monitor on-chain market activity. Skilled in market research, tokenomics evaluation, financial modeling, and insight synthesis. Seeking a research or market-intelligence role in a crypto-fintech or digital-asset company.

## WORKING EXPERIENCE

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### BUDDY TRADING

Feb 2026 – May 2026

#### Business Development Manager

*P2P marketplace for crypto trading bots, connecting bot providers with retail traders.*

- Built Python (AI-assisted) tools and scripts to collect the market data needed for partner-token monitoring and research.
- Built a multi-tier, per-campaign revenue model for the service, structured to secure a healthy profit margin.
- Designed and pivoted an in-house B2B service from Competition-as-a-Service to an airdrop-style quest-campaign model, building the user journey, quest catalogue, and reward mechanics.
- Developed a phased go-to-market plan across monthly and quarterly horizons, and redesigned the KOL compensation model (fixed, revenue share, and bonus).
- Led negotiations and designed a service plan to promote genuine market activity for an in-house strategic partner.
- Authored B2B sales materials: pitch deck, service-package one-pager, and detailed client proposals.

### MND LABS

Aug 2025 – Present (concurrent)

#### Co-founder & Data Lead

*KOL marketing agency connecting Web3 projects with vetted key opinion leaders.*

- Built and maintained a database of 1,800+ profiled KOLs, evaluating and ranking candidates against 30+ metrics (language, community size, impressions and engagement per post, content angle, ecosystem fit).
- Curated tailored KOL shortlists matched to each client's campaign needs.
- Delivered KOL research and partnership shortlists for Web3 projects including Rayls.

### ICETEA LABS | RED KITE LAUNCHPAD

April 2023 – Jan 2026

#### Business Development Executive

*Leading Southeast-Asian Web3 venture builder and fundraising launchpad (100+ projects launched, \$15M+ raised).*

- Conducted end-to-end due diligence (product, fundraising status, community metrics, GTM, listing roadmap) and delivered market and competitive-analysis reports to guide investment decisions.
- Researched emerging Web3 trends and synthesized insights into product-roadmap input for Offering.fund.
- Sourced, evaluated, and onboarded high-potential Web3 projects (GameFi, DeFi, RWA, SocialFi), consulting 150+ prospects and managing a 50+ project pipeline.
- Structured 15+ launchpad deals and advised on tokenomics, go-to-market, listing prep, and VC engagement.
- Scaled and maintained a 700+ partner ecosystem: VCs, syndicates, exchanges, KOL hubs, agencies, accelerators, and incubators.

- Contributed about 40% of team revenue and supported \$1.5M raised across launches, driving up to 27x ATH ROI (e.g., Crypto Hunter).

## SKILLS

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**Analytical & Research:** Market research, competitive intelligence, on-chain & data analysis, tokenomics evaluation, KOL evaluation & ranking, audience-data analysis, database building, market-trend & sentiment tracking, financial modeling, insight synthesis, research reporting.

**Tools:** Excel / Google Sheets, Python (AI-assisted), CRM, Figma, Web3 analytics (Dune, DefiLlama, Token Terminal, CoinMarketCap, CoinGecko), AI productivity tools.

**Business & Partnerships:** Business development, partnership management, B2B service design, productization, go-to-market (GTM) strategy, pricing & unit economics, deal sourcing & structuring, due diligence, partner negotiation & outreach, ecosystem building.

**Traits:** Cross-functional collaboration, stakeholder communication, data-driven decision making.

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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- **Anthropic AI Skills Certificates** (Claude 101, AI Capabilities & Limitations, Introduction to Claude Cowork) *Completed 2026*
- **AI Fluency: Framework & Foundations** (Anthropic) *In progress*
- **SQL for Data Analysis · Google Data Analytics Professional Certificate** (Coursera) *Planned 2026*

## LANGUAGES

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**English:** Professional Working Proficiency (IELTS 7.0, 2022)   **Vietnamese:** Native Proficiency   **Chinese (Mandarin):** Elementary

## EDUCATION

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**Foreign Trade University (FTU), Hanoi, Vietnam.** Bachelor of International Business Economics