

Daud Asad (David Leo)

COMMUNITY MANAGER | SOCIAL MEDIA MANAGER

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Community Manager and Social Media Manager with 6+ years of experience building, managing, and scaling Web3, crypto, gaming, and startup communities. Proven track record in community growth, social media strategy, campaign management, event execution, stakeholder engagement, and ecosystem development. Experienced in launching communities from the ground up, leading engagement initiatives, managing large scale online communities, and driving brand visibility across multiple platforms.

Skilled in community operations, content planning, audience growth, partnership coordination, user retention, and community engagement. Strong background of 4+ years in customer relationship management (CRM), customer success, investor communications, and crossfunctional collaboration, enabling the successful alignment of community needs with business objectives. Passionate about building thriving digital communities, fostering meaningful user relationships, and delivering measurable growth through strategic community and social media initiatives.

PROFESSIONAL EXPERIENCE

Growth Manager & Community Lead

KAI Crypto Exchange | International (World Wide)

Oct 2025 - Jun 2026

- Built and launched 3 communities from the ground up, scaling them to approximately **7K, 10K, and 14K+** members.
- Managed community growth, engagement strategies, moderation teams, and member retention initiatives across multiple ecosystems.
- Led social media operations, content publishing, crypto news distribution, and audience engagement to strengthen brand visibility.
- Planned and executed community events, campaigns, competitions, and cross platform initiatives that increased participation and activity.
- Managed verification programs, onboarding processes, and community activation strategies to improve user adoption.
- Gathered community insights and collaborated with internal teams to implement user driven improvements and strengthen community satisfaction.

Growth & Community Manager

Thovt (WEB 3 RWA) | Dubai

Mar 2024 - Apr 2025

- Led community operations across a **55K+ member** Web3 ecosystem, including **20K+ Discord** members, **10K+ Telegram** members, and a **25K+ Twitter (X)** audience, driving engagement, retention, and community growth.
- Built and grew a Zealy community from 0 to 6,000+ active members by executing campaigns, quests, and engagement initiatives.
- Managed and supported a \$250,000 community campaign, driving participation, retention, and ecosystem growth.
- Coordinated community events, engagement programs, and growth initiatives that strengthened community activity and loyalty.
- Managed investor relations, stakeholder communications, and community feedback channels.
- Assisted with reward distributions, wallet support, user onboarding, and participant engagement activities.

Community & Event Operations Manager

Bookie Exchange | Global

May 2024 - Jan 2025

- Executed community events, tournaments, and engagement campaigns to increase participation and retention.
- Coordinated event logistics, registrations, communications, and promotions across multiple channels.
- Worked closely with community leaders, partners, and stakeholders to deliver successful community initiatives.
- Monitored events and feedback, increased engagement by **40–50%** and growth **10–20%** in four months.

Community Operations & Engagement Specialist

International Communities | Remote

Jun 2021 - Mar 2025

- Managed online communities across multiple platforms, fostering engagement and meaningful member interactions.
- Facilitated discussions, community activities, and engagement initiatives to strengthen participation and retention.
- Monitored community sentiment, identified user concerns, and supported community health improvements.
- Collaborated with moderators and project teams to maintain positive and active community environments.
- Strengthened relationships between brands and community members through consistent communication and support.

Community Manager

Fleamint (Web 3) | Singapore

Sep 2023 - Jul 2024

- Established and managed community operations across Web3 ecosystems, supporting user growth and engagement.
- Coordinated moderators, ambassadors, and community contributors to maintain active and healthy communities.
- Managed community campaigns, partnerships, and engagement initiatives that increased participation and brand awareness.
- Served as a bridge between users, investors, and project teams, ensuring effective communication and relationship management.
- Contributed to community retention through proactive engagement, support, and feedback collection.

Community Manager

Defactor | Decentralized

Dec 2022 - Aug 2023

- Contributed to the creation and growth of community ecosystems through engagement and retention initiatives.
- Managed day-to-day community operations, moderation activities, and user interactions across multiple channels.
- Gathered community feedback and provided actionable insights to support product improvements.
- Developed community-focused initiatives that increased participation and strengthened member relationships.
- Built strong relationships with users, ambassadors, and stakeholders through consistent engagement and support.

Core Skills

Community Management (CM):

Community Growth, Community Engagement, Community Operations, Community Building, Community Strategy, Community Retention, Community Moderation

Social Media Management (SMM):

Social Media Strategy, Content Planning, Audience Growth, Brand Development, Social Media Operations, Engagement Strategy, Community Marketing

Campaigns & Events:

Campaign Management, Event Management, Community Activations, Cross Platform Campaigns, Partnership Development, Ambassador Programs, Reward Programs

Leadership & Operations:

Team Leadership, Stakeholder Management, Project Coordination, Community Analytics, Performance Reporting, Cross Team Collaboration, Strategic Planning

Education

City College Of Science Peshawar

Oct 2024 - May 2026

FSC Computer/Information Technology Administration and Management

Peshawar Public School & College

Mar 2016 - Aug 2024

Matric IT Computer

Certificates

Customer management

Feb 2024

Great Learning

Social Media Management

Feb 2024

Great Learning

Project Management

Jan 2024

Great Learning

Business Analysis & Process Management

Dec 2023

Coursera

Google Analytics Certification

Dec 2023

Google