

Thomas Blanc

B2C Marketing Manager / Growth Marketing Manager

Limassol, Cyprus (EU citizen, fully remote, Spain-friendly timezone)

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PROFESSIONAL SUMMARY

Senior B2C marketing and growth professional with 6+ years of full-time experience in cryptocurrency, fintech, and payments (exceeds the 5+ years requirement). AI-native by default: Claude Code daily driver, custom ElevenLabs skill, Remotion video production, full hands-on fluency with LLMs and automation platforms as part of my daily workflow. Proven B2C track record designing and executing acquisition, lifecycle marketing, activation, retention, and go-to-market launch campaigns that maximize user activation and lifetime value (LTV). Expert in segmentation, personalization, automated user journeys, A/B testing, funnel optimization, positioning, messaging, and cross-functional collaboration with product, content, design, and operations teams. Delivered 1,000,000 USD in deposits during a single product launch week at SwissBorg, scaled a crypto community from 2,000 to 2,000,000 followers organically at Galactica, and co-founded Mithril, a bootstrapped crypto product that reached 400,000,000 USD in volume within 6 months. Native French, C2 English, Spanish content fluency. Seeking the B2C Marketing Manager role at Mercuryo, Spain remote.

CORE SKILLS

B2C Marketing and Growth: B2C marketing, direct-to-consumer, user acquisition, user activation, retention, lifetime value (LTV), lifecycle marketing, referral programs, A/B testing, funnel optimization, conversion rate optimization (CRO), segmentation, personalization, automated user journeys, cohort analysis, reactivation campaigns, customer lifecycle, user behaviour modelling, gamification

Go-to-Market and Positioning: go-to-market (GTM) launches, product launches, positioning, messaging, creative briefs, campaign management, launch planning, cross-product adoption, activation loops, pricing communication, localization, US market positioning, multi-market rollout

AI-Native Workflow: Claude Code (daily driver), custom skill development, LLMs for marketing copy, automated campaign generation, ElevenLabs (built a custom voice skill in one day), Remotion programmatic video, prompt engineering, AI-driven analytics automation, Chrome DevTools, Python basics, HTML, CSS, JavaScript

Data and Analytics: data-driven decision making, campaign data analysis, user behavior analysis, cohort analysis, LTV modeling, funnel attribution, CAC payback, North Star metric, input metric trees, ICE and RICE scoring, Amplitude, Mixpanel, Google Analytics 4, Braze, CRM, SimilarWeb, Ahrefs

Crypto, Fintech and Payments: cryptocurrency, blockchain, Web3, DeFi, fiat-to-crypto on-ramps, off-ramps, stablecoins, payments, card payments, KYC onboarding, AML, MiCA regulation, CASP license, PSAN, Earn, Staking, centralized exchanges, regulated fintech

Web3 Social and Content: Web3 social expertise, Twitter/X campaigns, Discord community management, Twitter Spaces, AMAs, KOL and ambassador programs, multilingual content, developer-focused storytelling, partnership co-marketing

Frameworks: AARRR (pirate metrics), Hook Model, rolling retention, RFM segmentation, 7 Powers (Helmer), Porter Five Forces, Jobs To Be Done (JTBD), Blue Ocean ERRC, TOWS matrix, hypothesis-driven experimentation, continuous improvement

Languages: French (native), English (C2, bilingual), Spanish (content fluency, delivered EN/FR/ES content at Galactica), Greek (intermediate)

PROFESSIONAL EXPERIENCE

Mithril, Co-founder (October 2025 to Present)

Crypto app builder, bootstrapped. Remote.

- Co-founded and scaled a crypto product to 400,000,000 USD in total volume within 6 months, including 100,000,000 USD in the first 56 days, with no external funding.
- Full stack B2C operator covering product direction, growth, acquisition, lifecycle, content, business development, and operations. End-to-end ownership of B2C campaigns from hypothesis to post-mortem with no engineering handoff.
- Daily Claude Code workflow: campaign brief to copy to ad creative to analytics automation, in one pass. AI-native marketing ops stack built from scratch.

Galactica Network, Head of Ecosystem (June 2024 to November 2025)

Zero-knowledge identity blockchain. Limassol, Cyprus.

- Grew the Galactica community from 2,000 to 2,000,000 followers and 30,000 Discord members in 18 months, with 100 percent organic growth and zero paid spend.
- Head of Ecosystem and Business Development: led strategic partnerships, joint community events, cross-community content collaborations, ecosystem expansion.
- Built CypherUniversity, a referral and ambassador engine of 200 certified KOLs with on-chain credentials. Directly transferable to affiliate and KOL programs for a consumer crypto product.
- Delivered multilingual B2C content strategy in English, French, and Spanish. Weekly Twitter Spaces and AMAs, Web3 social playbook, developer-focused storytelling for ZK and identity audiences. Web3 social expertise applied daily.

SwissBorg, Senior Growth Specialist (October 2022 to June 2024)

Regulated European crypto wealth management platform, B2C mobile-first. Remote.

- Owned end-to-end B2C go-to-market for a thematic product launch: positioning, messaging, creative brief, launch channels, lifecycle emails, in-app announcements, Discord and X rollout, press kit, weekly post-launch readouts. Result: 1,000,000 USD in deposits during week one, the best product launch of the year.
- Designed and shipped gamification mechanics tied to user behaviour milestones for B2C retention. Result: 300,000 USD in incremental revenue in 3 months with zero paid acquisition, pure product-led growth contribution.
- Implemented the User Behaviour Model at SwissBorg following the Duolingo "fix the leaky bucket" methodology: full B2C user journey mapped from signup to KYC to first deposit to first trade to active to dormant to reactivated, with activation triggers and reactivation windows at each stage.
- Built segmentation from zero: persona based, behaviour based, and value based tiers. One 4-variant reactivation campaign delivered a 2.8x lift versus generic blast.
- Business Development Manager for Token Listings, Earn program, and Thematic product campaigns. Partnership co-marketing playbooks for every new-asset B2C launch.
- Built personal dashboards so every experiment ran instrumented and data-driven from day one. Weekly growth readouts to leadership with proposed experiments attached, not just reporting.

Earlier Roles: Crypto Marketing and SEO (2019 to 2022)

Freelance projects across fintech and crypto. Remote.

- Entered crypto full-time in 2019. Content marketing, SEO, and community work across fintech and early crypto projects.
- Built 8 SEO-optimized websites from scratch, delivering 1,000,000 impressions and 10,000 clicks within 2 months.

SELECTED ACHIEVEMENTS

- 1,000,000 USD in B2C deposits in week 1 of a product launch (SwissBorg)
- 300,000 USD incremental revenue from gamification and lifecycle mechanics in 3 months (SwissBorg)
- 2,000 to 2,000,000 follower growth, 100 percent organic, zero paid spend (Galactica)
- 400,000,000 USD total crypto volume in 6 months, bootstrapped (Mithril)
- 2.8x lift on reactivation campaign via 4-variant segmentation (SwissBorg)
- 200 certified KOLs onboarded to the CypherUniversity ambassador program (Galactica)
- Built production ElevenLabs voice skill in one day. Daily Claude Code + Remotion marketing ops

EDUCATION

INSA Toulouse, Diplôme d'Ingénieur, Physics Engineering, 2010 to 2015. Master of Engineering level (Bac+5).

École d'Ingénieurs de Toulouse, MSc Ingénieur d'Affaires Industrielles, 2015 to 2016. Ranked number 1 by SMBG 2014.

Université de Genève, Investment Management, 2021.

ADDITIONAL CONTEXT

Based in Limassol, Cyprus, the same city as Mercuryo's EU licensing, compliance, and business development office (28 October Street, Agias Triadas). Can work fully remote on the Spain schedule and can walk into the Limassol office when useful. Crypto user and builder since 2019. Daily Claude Code user, open-source contributor to my own marketing automation stack. Drafted a full 10-day plan for my first 2 weeks at Mercuryo covering funnel audit, AI-native ops deployment, US positioning hypothesis, and a 90-day roadmap with North Star and 3 lead metrics, available at thomas-mercuryo-b2c.pages.dev. Previously applied to the Mercuryo B2C Product Marketing Manager role in March 2026. Re-applying with a sharper AI-native framing aligned to this JD.