

Contact

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Top Skills

Advertising Campaigns
Brand Management
Strategic Marketing Management

Languages

German (Elementary)
English (Professional Working)
Russian (Native or Bilingual)

Certifications

Marketing: Copywriting for Social Media

Vladimir Toporkov

GTM, SMM Strategy | Token Listings | Paid Ads | KOLs | Affiliates |
B2C, B2B Marketing
Dubai, United Arab Emirates

Summary

I believe marketing is not a department - it's a force that shapes perception, builds trust, and turns products into movements. As a visionary marketing leader with 14+ years of experience (6+ in Web3 and crypto), I don't just launch campaigns, I build ecosystems that scale, inspire, and last. I led Edelcoin from stealth to a top-10 stablecoin on CoinMarketCap. I created Edelverse Academy to educate 25K+ users - not just to inform, but to empower. At XT.com, I turned a regional user base into a growing global community. I'm driven by a single idea: greatness in business starts with belief, and marketing is the storyteller of that belief.

Experience

Edelcoin
Head of Marketing
October 2023 - Present (2 years)
Egnach, Thurgau, Switzerland

Driving Edelcoin's global growth by leading marketing strategy, brand positioning, and ecosystem expansion. Spearheaded the GTM strategy, securing Tier-1 exchange listings and positioning Edelcoin as a top-10 stablecoin on CoinMarketCap with \$10M+ daily trading volume. Additionally, I developed and scaled Edelcoin's affiliate system, activating global partners and generating a steady pipeline of high-quality users that expanded community reach and trading activity by 120%.

As an expert in crypto marketing, growth hacking, and institutional partnerships, I focus on data-driven campaigns, user acquisition, and regulatory-compliant strategies to scale adoption. I am passionate about stablecoins, DeFi, and the future of digital assets.

3Commas.io
Head of Affiliate

October 2022 - October 2023 (1 year 1 month)

Tallinn, Harjumaa, Estonia

Head of Affiliate program, driving global affiliate, KOL, and partner marketing strategy. I increased the number of active affiliates by 30%, expanded program reach to 55 countries, and grew partner-driven revenue by 45%.

I manage affiliate networks and KOL relationships, develop incentive models, and empower partners with the tools and support they need to succeed.

Baanx Group Ltd

Digital Marketing Lead

September 2021 - October 2022 (1 year 2 months)

Dubai, United Arab Emirates

I led Baanx's social media strategy across Twitter, LinkedIn, and Telegram, driving a 30% growth in the user base. I developed and executed content plans, launched influencer campaigns, and collaborated closely with the design team and external partners to deliver engaging, high-quality content. On Telegram, I introduced innovative engagement formats that reduced FOMO and helped foster a more active and informed community. I also coordinated the work of external contractors to ensure the smooth execution of key projects.

XT.COM Exchange

1 year 6 months

Head of Marketing

May 2021 - September 2021 (5 months)

Dubai, United Arab Emirates

Lead and manage marketing and business development. Drive global successful launch of multiple pilot projects, whilst remaining responsible for the marketing strategy. Facilitate and manage relationships with stakeholders, international partnerships, and investor communities. Manage all social media platforms and organize international events to increase ROI and audience engagement.

Russian-Speaking Marketing Head

October 2020 - May 2021 (8 months)

Dubai, United Arab Emirates

Expanded XT.COM's presence in Russian-speaking markets through localized growth marketing, driving user acquisition, retention, and engagement. Led performance marketing, influencer partnerships, and content localization, optimizing conversion funnels. Onboarded 5 high-potential projects through

strategic BD. Implemented community growth, PR, and educational campaigns, boosting organic traffic and brand awareness. Collaborated with SEO, paid media, and product teams to refine regional positioning.

SEO Global Head

April 2020 - October 2020 (7 months)

Dubai, United Arab Emirates

Develop SEO strategy for company to increase brand awareness and gain organic traffic. Conduct in-depth marketing research collecting data, analyze data and give exceptional presentations. Competitors strategies analysis, meta tags development, new Website Structure presentation. On-page and off-page optimization.

Education

TeachEx Academy

Master of Business Administration, Business Administration · (2004 - 2006)

Netology University

Diploma of Education, Product Management · (January 2020 - November 2020)

Netology University

Diploma of Education, Project Management · (2018 - 2018)