Ray Svitla

Campaign Director | GTM & Community Strategist for Web3, Civic Tech & Digital Sovereignty

> svit.la
> https://www.linkedin.com/in/ray-svitla/
> x.com/ray_svitla
> t.me/ray_svitla
> ray@svit.la

PROFILE

Go-to-Market (GTM) strategist and movement builder with 7+ years turning emerging tech into real-world traction. I specialize in bridging the abstract with the actionable—mobilizing online communities, crafting strategic narratives, and leading cross-functional teams to launch products and campaigns that matter. With a founder's mindset and lived experience of displacement, I bring urgency and vision to building resilient, privacy-first, borderless solutions.

SELECTED ACHIEVEMENTS

- WAKA Dating App (Social Impact & GTM Execution): Co-founded a Gen-Z app to combat youth loneliness. Led GTM from ideation to 100K users with 10x lower CAC than market. Raised $300K in funding. Platform impact highlighted when our first investor met their life partner through WAKA.

- BDCenter Research Engine (Content GTM & B2B Growth): Built and ran a 10-study content pipeline syndicated by Tier-1 media (Binance, The Block). Strategy attracted 9 Web3 clients (e.g., Blockchain.com) and became a primary lead-gen channel.

- 404embassy.com (Movement Building & Events): Founded a global pop-up event and research community exploring Network Society ideas. Organized 7 events (Lisbon, Berlin, Dubai, London), built a 700+ member community, and secured sponsorships from players like Rarimo.

- Belarus Coat-of-Arms Campaign (Civic Activism): Crowdfunded and launched a viral civic identity campaign during the 2020 protests. Reached 3M+ citizens and sparked nationwide debate on sovereignty and symbolism.

EDUCATION

- John Smith Trust Fellow, UK FCDO (2025)
- Executive MBA, Kozminski University, Warsaw (2019)
- Creative Strategy Diploma, IKRA School, Minsk (2015)

PROFESSIONAL EXPERIENCE

404embassy.com | Lisbon & Remote
Founder & Curator (2022–Present)
- Created a research-driven content & events engine for Network Society discourse.
- Hosted speakers and participants from Ethereum Foundation, Consensys, VitaDAO, UNDP, Cambridge.
- Published long-form interviews, built a 700+ strong community across Web3 and policy circles.

f27.club | Remote
Community Producer (Part-time, Aug–Dec 2024)
- Developed brand identity and GTM plan for a new economic empowerment network.
- Managed Lisbon summit programming for 100 core members.
- Secured early grant funding through strategic proposal design.

WAKA | Kyiv / Lisbon
Co-Founder & CEO (2020–2023)
- Led 9-person cross-functional team (product, marketing, BD, engineering).
- Built and scaled MVP to 100K users with viral creator marketing.
- Negotiated grants and angel rounds, driving $300K in early-stage capital.

BDC Consulting | Global
Strategist & Head of Research (2016 – 2020)
- Established and led a high-impact research department, conceptualizing and overseeing the production of 10+ influential reports on Web3 and fintech trends. This content served as a primary GTM tool, generating significant PR (Investing.com, Binance Blog, The Block, Cointelegraph) and organic B2B leads.
- Pioneered a content-as-a-product strategy where research directly fueled the B2B sales pipeline, attracting and enabling tier-1 clients (partners) like Blockchain.com, CoinsPaid, and Bybit with tailored insights and go-to-market intelligence.
- Provided strategic marketing and GTM leadership for 6- and 7-figure crypto projects, managing cross-functional client-facing squads of up to 20 people to deliver on client objectives

THEMES & STRENGTHS

Technical Narratives • Developer Engagement • Internal Comms Architecture • Public Goods & Grants Comms • Content Ecosystems • Ecosystem Trust & Reputation Strategy • DevRel–Comms Alignment • Cross-Chain Positioning • ZK, Identity, DAOs • Founder-Led Storytelling • Events & Stage Messaging • Strategic Influence & Narrative Shaping • AI-Driven Workflows • n8n & No-Code Automation • Comms Stack Orchestration