

# Sanpaphat Porntongprasert

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Strategic Partnerships | Growth & Business Development | Market Expansion

[www.linkedin.com/in/sanpaphat-porntongprasert](https://www.linkedin.com/in/sanpaphat-porntongprasert)

Growth-focused business development leader with 6+ months of hands-on experience building partnerships, executing multi-channel marketing campaigns, and scaling regional operations across emerging markets. Demonstrated ability to identify market opportunities, structure strategic partnerships with tier-1 ecosystem players, and execute growth initiatives from concept to measurable outcomes

## EXPERIENCES

### Partnership & Event Coordinator | KRNL Labs

November 2025 - December 2025 (Part-Time)

- Identified and secured strategic partnerships with KOLs and Web3 companies, managing relationships from initial outreach through to long-term collaboration
- Planned and executed community events from concept to delivery, managing venue sourcing, budgets, and cross-team coordination

### Event Manager | Meta Pool

August 2025 - October 2025 (Part-Time)

- Secured and managed institutional and community partnerships with Bitkub, Vantage, and Polkadot as Meta Pool's sole Thailand representative, building the regional partner pipeline from zero.
- Led joint event execution across a 12-week weekly series with established partners, scaling co-activated live attendance from 25 to 100+ participants, a 300% growth in 3 months.

## COMMUNITY & ECOSYSTEM CONTRIBUTIONS

### Social Media Content Creator | ETH Padthai

August 2025 - Present (Part-Time)

- Developed and managed a structured content calendar delivering consistent educational and promotional materials across social media platforms, simplifying complex Ethereum concepts for broader audiences across Thailand

### Thai Translator | Ethereum Foundation

July 2025 - Present (Part-Time)

- Authored and translated key Ethereum resources into Thai

### Community Development Lead | TomyumDAO (Polkadot Thailand Community)

September 2025 - Present (Part-Time)

- Led end-to-end planning and execution of community events in Thailand, overseeing agenda development, venue coordination, speaker acquisition, and merchandise production for Polkadot's Thai community

## PROJECT

### ETH Chula

August 2025 - Present

- Founded the first and only Ethereum-focused content initiative in Thailand's university ecosystem, independently producing educational content covering core blockchain concepts including DeFi, consensus mechanisms, and smart contracts

### Mirage : DeFi Native NFT Platform

October 2025 - November 2025

- Drove UX/UI strategy and product positioning, translating technical architecture into investor friendly narratives
- Led product storytelling and pitch delivery for hackathon-winning NFT platform

## EDUCATION

### Chulalongkorn University

2023-2027

Industrial Design, Faculty of Architecture

Relevant Coursework: UX/UI Design | Technology for Design Experiment | Game Design

## SKILLS

Growth & Business Development

Partnership Development | Strategic Market Analysis | Business Model Evaluation

Marketing & Go-to-Market

Content Strategy & Positioning | Multi-Channel Campaign Execution | Brand Storytelling

Data & Analysis

Market Research | Audience Behavior Analysis | Performance Metrics

Languages

Thai (Native) | English (Professional)

## HONORS AND CERTIFICATES

Cyfrin Updraft

Blockchain Basics | Fundamentals Zero Knowledge Proofs

Bloomberg

Market Concept | Finance Fundamentals | Environmental Social Governance

University of Belgrade

Blockchain Bootcamp 2025