

Bryan Jun

Founding Team - Head of Marketing, GTM & Growth

New York City, NY, United States | [LinkedIn](#) | [X](#)

Go-to-market and growth leader building Web3 platforms from the ground up, with experience scaling enterprise customer acquisition and managing startup operations across blockchain and commerce sectors.

EXPERIENCE

Monetized Creator Jan 2024 — Present
TikTok *New York, New York*

50 Million+ viewers worldwide for the top Korean news and stories

Founding Team - Head of Marketing, GTM & Growth Nov 2021 — Present
Feliz Labs / Hyperspace / Earlybird *NYC, NY*

Led GTM strategy for Web3 platforms managing \$500M+ in GMV over 24 months, driving institutional and retail customer acquisition. Launched a \$10M enterprise incentive program that elevated the platform to a top-4 blockchain network by transaction volume. Built verticalized GTM funnels translating technical capabilities for financial services and infrastructure enterprise buyers, while directing startup operations and managing a 5-person marketing team.

Strategy & Operations Lead Feb 2021 — Nov 2021
Atoms (ex-CloudKitchens) *Los Angeles, California*

Managed and optimized the upsell and expansion pipeline for an enterprise technology platform generating \$1B+ in GMV. Improved conversion and retention for large enterprise accounts by aligning product and commercial teams to drive revenue expansion.

Founding Team / Head of Growth & GTM Jan 2021 — Jan 2025
Hyperspace *New York, New York*

\$500M GMV traded on a premier blockchain-enabled tokenization platform

Monetized Partner Jan 2020 — Jan 2024
YouTube *New York, New York*

3 Million+ students and young professionals helped through career-focused content

Investment Banking Analyst Jun 2019 — Feb 2021
Lincoln International *Chicago, Illinois*

Supported approximately \$1B in M&A and capital markets transactions. Built foundational knowledge in market structure, valuation, and investor behavior. Translated complex financial and business information into clear narratives for high-stakes audiences.

EDUCATION

LearningFuze Jan 2021 — Jan 2022
Coding Boot Camp

Became a Full Stack Developer

Languages, Frameworks & Skills: React, HTML5, CSS3, JavaScript, Agile, postgresSQL, NodeJS, Git, and Github Workflow

Washington and Lee University Jan 2015 — Jan 2018
Bachelor's Degree in Accounting & Business Administration

Finished a Liberal Arts education in 3.5 years

Woodbridge High School Jan 2011 — Jan 2015
High School Diploma

Graduated high school in the safest city in America

PROJECTS

Led incentive program execution for blockchain network growth, Avalanche Developer Ecosystem & Advisory
Designed and executed a \$10M incentive program across 6 months alongside Avalanche Foundation and labs teams to drive ecosystem development and network adoption.

Official marketplace launchpad partner and advisor, Solana Developer Ecosystem & Advisory
Served as an official marketplace launchpad partner and advisor, guiding 20+ Web3 projects from ideation through launch to accelerate ecosystem growth.

Pre-TGE content strategy and ecosystem partnerships, Story Protocol (now Data Foundation) Advisory
Advised on pre-TGE content strategy and ecosystem partnerships. Engaged directly with founders to shape market positioning ahead of token generation event.

Ecosystem rewards and operational campaign guidance, Sui Developer Ecosystem & Advisory
Guided ecosystem rewards program, major conference participation, and operational campaign strategy to support network growth and developer engagement.

CERTIFICATIONS

Series 63 , FINRA	Jul 2019
Series 79 , FINRA	Jun 2019
The Douglas C. Halstead Memorial Scholarship , Washington and Lee University	May 2017
Bonner Scholarship , Bonner Program	

SKILLS

Public Speaking · Data Analysis · Project Management · Marketing Strategy · Python (Programming Language) · SQL · JavaScript · Cascading Style Sheets (CSS) · HTML5 · Web Development · Software Development · Agile Project Management · User Experience (UX) · User Interface Design · GitHub · Microsoft Visual Studio Code · Git · Figma (Software) · Deal Sourcing · PostgreSQL · Product Management · GTM Strategy · Growth Marketing · Web3 · Blockchain · Enterprise Sales · Product Marketing · Startup Operations · M&A · Financial Analysis · Valuation · Cryptocurrency · Token Economics · Content Creation · Full Stack Development · React