



Abraham Villafuerte

Social Media Manager

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 Vancouver, Canada

Professional Summary

Four years in crypto/fintech social media and customer success at Binance and Exodus, building on four years of hospitality operations leadership in Mexico. Most recently led a team of nine specialists. Built the SOPs and workflows that drove customer satisfaction above 95% and cut onboarding time by 25%. Automated routine operations to free 10+ hours of weekly capacity. Bilingual in English and Spanish, remote-native, and natural at spotting the gap between how things run and how they could.

Skills & Competencies

Technical

- Notion Admin
- AI/LLM workflow integration
- Zendesk & Intercom
- Squarespace
- Canva Design
- Brandwatch
- Trading Platforms

Management

- Team Leadership
- SOP Development
- Workflow Automation
- Crisis Communication
- KPI Reporting
- Candid Communicator
- Talent Training

Social Media

- Community Management
- Content Strategy
- Campaign Optimization
- Discord & Reddit Moderation
- Organic Growth
- Brand Voice
- Influencer Marketing

Professional Experience

Social Media Manager, Exodus Movement, Inc.

04/2024 – 03/2026 | Remote | US

- Led a team of 9 social media specialists, defining workflows, and KPIs across X (Twitter), Discord, Reddit, IG, TikTok, YouTube, LinkedIn, and Facebook.
- Scaled X (Twitter) following from 80K to 113K (+29%) and the Discord community from 5K to 9K (+44%) through organic engagement, events, and fair moderation.
- Implemented AI-powered triage (Claude, Notion & LLMs), automating routine workflows and social media reporting, freeing up 10 hours of weekly team capacity.
- Built and owned SOPs in Notion, covering community moderation, partner escalation, crisis communication, and daily workflows; reduced onboarding time for new hires by 25% (from 4 to 3 weeks).
- Managed Discord bots (Sapphire, MEE6, Pandez, and engagement bots) and trained moderators on their proper use, ensuring secure environments for community members.
- Collaborated with the product and marketing teams to align content deployment with key updates and partnership announcements, increasing average engagement on X (Twitter) by 15% by leveraging cross-platform engagement with Discord.

Social Media Representative, Binance.com

03/2023 – 03/2024 | Remote

- Engaged with customer support requests on social platforms, resolving complex issues related to trading, security, account, and product; while maintaining a 97% customer satisfaction metric.

- Leveraged AI prompt engineering to draft accurate, brand-aligned responses, reducing average handling time by 20%, improving response consistency.
- Trusted communicator for large social media accounts ranging up to 210K followers; demonstrating high caliber writing that consistently aligns with brand voice.

Customer Support Specialist, Binance.com

04/2022 - 03/2023 | Remote

- Assisted over 5.9K customers with blockchain transactions, security cases, and product onboarding, achieving a 95% customer satisfaction score in a high-stakes global environment.
- Completed 45+ internal trainings, including Anti-Bribery & Corruption, AML, Data Privacy, and SAR, gaining crypto literacy and global regulatory awareness.
- Led over 25 team meetings, enabling fluid agendas and open communication, elevating team cohesion and candid feedback loops.

Medical-Wellness Clinic Manager, The Quantum Clinic - Startup

07/2021 - 05/2022 | Tulum, Mexico

- Launched and ran a wellness startup from scratch. Built end-to-end systems across sales, marketing, and care delivery.
- Drove 250+ client conversions at \$300-\$7,000 per patient through direct sales and relationship management.
- Owned administrative functions independently: permits, payroll, software setup, and vendor contracts.

Project Manager, Blue Wing

05/2020 - 06/2021 | Tulum, Mexico

- Ran the full opening of Raw Love Town, a second location for one of Tulum's most recognized restaurants, from permits and staffing through launch and daily operations.
- Grew customer ratings from 4.3 to 4.9 stars across major review platforms.
- Recruited and assessed eight employees, 60% of the opening team, conducting interviews and skill evaluations.

Reception Operations Manager, Hotel Holistika Tulum [🔗](#)

08/2018 - 04/2020 | Tulum, Mexico

- Built a third-party vendor network connecting guests to local services, growing hotel revenue 17% within three months.
- Grew guest ratings from 4.1 to 4.8 stars across major review platforms.
- Managed and trained a seven-person reception team to full 24/7 coverage, building the SOPs and knowledge base they operated from.

 **Certificates & Education**

Notion - Essentials, Workflows, and Advanced badges,

2025 - 2026 | Online

Notion Academy [🔗](#)

Office of Foreign Assets Control – Compliance, Exodus Movement

2024 - 2025 | Online

Binance Professional Training, Binance Academy

2022 - 2023 | Online

AML/KYC & SAR Compliance, Advanced Trading, Fiat Operations & Blockchain Fundamentals.

Global Cryptocurrency Legal Frameworks, UAG [🔗](#)

2021 - 2022 | Guadalajara, Mexico

Bachelor of International Business, Anahuac University [🔗](#)

2014 - 2018 | CDMX, Mexico

Global economics, go-to-market strategy, human capital, and international business immersion.