

Paula Torres

COMMUNITY & CONTENT MANAGER

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INFO

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Professional Summary

Marketing, Content and Community specialist working at the intersection of AI, Web3, and internet culture.

7+ years across crypto, finance, SaaS, and media — building content, communities, narratives, and growth strategies for global brands and startups.

Always learning. Always experimenting. Always creating something worth remembering.

Work Experience

Community Manager | CoW DAO

January 2026 — Present

- Own community and social strategy across Discord (13K+ members), X (68K+ followers), and Discourse forum
- Lead affiliate program driving \$200M+ in referred trading volume
- Own content strategy: educational, product, ecosystem, and campaign content
- Lead CoW Swap UI translation and localization into 4 languages
- Lead KOL, creator, and community partnerships across the DeFi ecosystem
- Own crisis and incident communications across community and social channels

Lead Content Manager | Cryptopay

January 2025 — December 2025

- Led and mentored the Content Team delivering strategic materials across marketing, sales, and product
- Launched Cryptopay Insider, the company's first newsletter, reaching 2K+ subscribers organically
- Built multi-channel content strategy across 5+ platforms, growing to 10K+ followers
- Created 4+ e-books and sales enablement materials supporting onboarding and adoption
- Drove PR campaigns earning coverage in PAN Finance, Finance Magnates, and BeInCrypto

Head of Content | Crowds Wire

August 2024 — January 2025

- Content marketing strategies for clients across finance, crypto, iGaming, and tech
- Managed and mentored a multi-disciplinary content team across multiple accounts
- Partnered with C-level stakeholders on positioning, messaging, and go-to-market content

General Manager | OverviewFX

April 2023 – August 2024

- Directed cross-functional initiatives across Marketing, Tech, and Customer Service
- Newsletter strategy generating £65K+ in revenue; grew organic traffic by 30%
- Managed community across Discord and Telegram; led PR and influencer partnerships

Executive Producer | Bloomberg Línea Studios

December 2021 – January 2023

- Executive production, client relationships, creative direction, scripts, copywriting, PR and campaign scoping. From pitch to delivery.
- Clients: BlackRock, TikTok, Mastercard, Itaú, Audemars Piguet, Nasdaq
- Produced Casa de Negócios web series (Itaú); scripted TikTok World Cup content for Qatar 2022
- Organized Bloomberg Línea Summit 2022 — 200 attendees at Rosewood São Paulo
- Ad copy and branded pieces featured across Latin America, the US, and Europe

Education

Federal University of Rio de Janeiro

Media, Violence and Human Rights

2020

Vrije Universiteit Amsterdam

Exchange · Anthropology & Political Science

2017

PUC Rio de Janeiro

Journalism, Communication and Media Studies

2015 – 2019

Certifications

SheFi Cohort 15

SheFi · 2025

Mastering Web3

University of Nicosia · 2025

SEO Specialization

Google / Coursera

Brand Identity & Strategy

LinkedIn Learning

Skills

INDUSTRIES

Web3 · Crypto · DeFi · Tech · Finance

SaaS · Trading · iGaming · Media

TOOLS

Claude · ChatGPT · Figma · Lovable

WordPress · Brevo · Jira · Linear

SEMrush · Google Analytics

Meta Business Suite · Dune · Zapier · Notion

Languages

 Portuguese	Native
 English	Fluent
 Spanish	Professional
 French	Elementary