

Daniel Rufini

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Age: 37
Nationalities: Italian and Brazilian/U.S. Permanent Resident.
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Experienced professional in the areas of Blockchain and Cryptocurrency, Communication, Linguistics and Training, with strong passion for the Blockchain Industry, always committed to provide an outstanding service with impeccable presentation.

Some Achievements

- Proficient in English, Italian, Portuguese, and Spanish.
- Established the Learning and Development department in one of my previous employers.
- Designed and put in place a weekly newsletter called “The Prime Weekly” to promote the culture of teamwork and communication within one of my previous organizations.
- Strong creation/design skills on presentations and delivery of public speeches.
- Created a training course on Blockchain for beginners when working at XCoinPay.
- Successfully helped to establish BitForex exchange in 2017.

Academic Background

- Bachelor’s Degree in Linguistics – (English and Portuguese) Hoyer Institute of Linguistics - 01/2007.
- Master’s Degree in Higher Education – UoPeople - Ongoing

Work Experience

- *Global Partner*

06/2015 – Present

Crypto Capital – Beijing – China

This is a remote position. I first joined Crypto Capital when the company had just been established and, at that time I worked as Business Development Manager. Since I joined the company, I was allowed to accept employment in other companies and this is not a full-time job and I just travel when required. During the first years of the company I would travel around China and overseas searching for high-quality blockchain projects for investment. I would meet with the project initiators in their respective offices and would also attend blockchain

events. In the end of 2016 Crypto Capital invested in BitForex Exchange and I joined BitForex as a post-investment management strategy along with my boss at that time, Ms. Aurora Wong. In the beginning of 2017, I was invited to join the company as a partner and since then I am a global partner. Crypto Capital has also invested in Coinchase; hence I joined the company as CMO. This is not a position per say. I am a global partner, but I do not have a employment contract with the company.

- Corporate Communication Director

01/2018 – 01/2020

ZB Exchange – Shenzhen/Nanshan – China

This was a remote position. When I joined this company, I was still living in China, but in the middle of 2018, I moved to the United States and continued working for ZB remotely. As the communication director, I was responsible for exchange listings, writing and publishing articles for Bitforex and its partners and attend worldwide events to speak in behalf of the company, visit partners and establish new partnerships. I was also in charge of the marketing department and an acting CMO, even though that was not my formal position.

- Chief Marketing Officer

03/2016 – 12/2017

Coinchase (www.coinchase.com) Beijing – China

This was a remote position. At the time I joined Coinchase I lived in Shenzhen which is in southern China. I would fly once a month to their headquarters in Beijing. I joined this company since their foundation and I was responsible to build the marketing team, set strategic partnerships and attend events worldwide to speak on behalf of the company.

- Corporate Communication Director

03/2016 – 12/2017

BitForex Exchange – Shenzhen/Nanshan – China

As the communication director I was responsible for exchange listings, writing and publishing articles for Bitforex and its partners and attend worldwide events to speak in behalf of the company, visit partners and establish new partnerships. I was also in charge of the marketing department and an acting CMO, even though that was not my formal position.

- Director of Overseas Operations

01/2015 – 05/2016

XCoinPay – Shenzhen/Nanshan – China

As the Director of Overseas Operations, I am responsible for representing my company overseas. Amongst my responsibilities I: attend events in China and overseas in order to build a network with other companies as well as to promote brand awareness; organize events in and outside the company; manage the overseas operations team, overlook all the social medias and product launching, deliver public speeches, record videos in behalf of the company to be played at events or elsewhere etc.

- Business Partner: Education Manager

10/2014 – 01/2017

CA Harvard English For Kids and ABIE Shenzhen Nanshan

From October 2014 to December 2016 I have had the pleasure to be invited to open two training centers, both in Shenzhen. I was responsible for writing the business plan from scratch (for CA Harvard English for Kids) and develop both businesses until both started to bring ROI. Both projects were successful but I've decided to test the waters on the Blockchain industry here in China, when I received the invitations from a friend to join my current partner.

- Training Manager (Learning and Development Department – HR - 09/2012 - 09/2014

Prime Hospitality L.L.C - Dubai - United Arab Emirates

Introduced and managed the 'Training and Development Department' which included appraisal system, recruitment, hospitality related trainings such as elements of customer service, cycle/sequence of service, service techniques, selling techniques etc.

- Training Officer

06/2009 - 08/2012

Walt Disney Company - DCL - FL, USA (Cruise ship-based work)

Training Officer (HR – reporting to HR manager), conducting trainings to the shipboard workforce but mainly to the service team and all new hires.

- Assistant HR Manager

01/2007 - 06/2009

Ridges Kensington Plaza Hotel - Kensington - London, UK

Started at Front desk then promoted after only a few weeks to the HR department, helping the HR team with their daily tasks etc.

Profile/Skills/Training

- Computer Literate: Windows, Word, Excel, PowerPoint, Internet, Publisher, Oracle System, Halogen System, Social Medias (Twitter, Facebook and Telegram), public speech, problem solving, project management, event planning, managing team, negotiation skills etc.
- Strong Knowledge on Crypto Exchanges – CEX and DEX.
- Experienced public speaker for exchanges and blockchain projects.
- Knowledge on the DeFi industry.
- Experienced listing manager for BitForex, ZB, BW and WBS Exchanges.