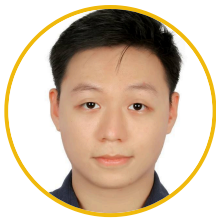
Le Ha (Dale)

Web3 Content Creator · Talk Show Host · KOL & Client Partnerships

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LinkedIn: linkedin.com/in/daleygg | YouTube: youtube.com/@crypto_ninjas | **Portfolio:** daleygg.netlify.app



PROFESSIONAL SUMMARY

Web3 content creator and talk show host with 5 years at TK Ventures, a Southeast Asian Web3 media publisher, working mainly on **BSC Daily**, a BNB Chain news channel. I host founder interviews and AMAs, produce short-form and long-form video end to end, and manage client and KOL partnerships from negotiation to delivery. I explain crypto clearly to new audiences, backed by daily hands-on on-chain activity.

KEY HIGHLIGHTS

- **1,000+** English-language AMAs and founder interviews hosted, with guests including Tether CEO Paolo Ardoino, Trust Wallet, CertiK and io.net.
- **750K followers** on X and about **2M monthly impressions** at BSC Daily; content delivered for **500+ client projects** since 2021.
- **BNB Chain programs:** hosted the MVB VII Hot Topic AMA series (5 sessions, **1M+ total views** with posts and Galxe) and the BNB AI Hack livestream.
- **500K views** on the Cryptoninjas YouTube channel since 2025.

CORE SKILLS

- **Content & video:** short-form and long-form video, scripting, filming, editing, explainers, UGC promo videos, repurposing AMAs into Shorts.
- **Hosting:** founder interviews and AMAs on X Spaces and X Broadcast, weekly market livestreams on Binance Live and YouTube; on camera and on mic in English and Vietnamese.
- **KOL & client partnerships:** KOL network across Asia, Europe and the US; KOL database in Notion and Google Sheets (BNB Chain, Solana, Base and more; audiences and per-post rates); outreach, negotiation, briefs, deliverables and timelines; service packages matched to client budgets; service invoicing.
- **Planning & reporting:** quarterly content strategy, OKRs, content calendar, weekly performance review, campaign reporting.
- **Web3:** BNB Chain ecosystem, DeFi, perps, bridges, airdrops, GameFi, memecoins; active on BNB Chain, Ethereum, Base, Solana and Robinhood Chain.

TOOLS & LANGUAGES

- **Production & AI:** CapCut, Claude Code (AI-assisted editing), ChatGPT, Grok, Midjourney, Google Flow, Higgsfield, GitHub
- **Design:** Canva, Photoshop, Figma; briefs for designers
- **Analytics & research:** X Studio, YouTube Studio, Galxe, Kaito, LunarCrush, Dune
- **KOL management:** Notion, Google Sheets
- **Languages:** English (professional; IELTS 7.5, Speaking 8.0), Vietnamese (native)

PROFESSIONAL EXPERIENCE

TK Ventures (TK Labs Pte. Ltd.) · BSC Daily

Dec 2021 – Present

Web3 media publisher in Southeast Asia; owner of BSC Daily (x.com/bsc_daily) · Full-time · Remote

Senior Content Creator

Mar 2024 – Present

- **Content strategy:** set the quarterly content strategy and OKRs for BSC Daily (750K followers on X, about 2M monthly impressions) and reviewed results and social metrics with the writing team every week.
- **Client partnerships:** managed client work end to end, from scope and price negotiation to content plans, briefs, deliverables, timelines and follow-up; 500+ client projects since 2021.
- **Video and interviews:** produced AMA livestreams, founder interviews, short-form and long-form video for X and YouTube; briefed writers and designers on posts, infographics and articles.

- **UGC promo videos:** scripted, presented and edited short promo videos for clients on BSC Daily and Solana Daily, including Fasqon, Maestro, Valeo, Uponly and Four.meme.
- **BNB Chain MVB VII:** as Marketing Support Partner, hosted the 5-session Hot Topic AMA series on X Spaces and ran posts plus a Galxe campaign, reaching 1M+ total views.
- **BNB AI Hack:** produced campaign coverage on X (300K+ views) and hosted an X livestream with six AI projects including APRO, AITECH, Unibase and NetMind (5K+ views).
- **Ecosystem campaigns:** supported BNB Chain and Binance creator campaigns with posts, AMAs and promotional videos.
- **News:** tracked crypto and macro news daily (CryptoPanic, Reuters, curated X lists) across BNB Chain, Ethereum, Solana, Base and Robinhood Chain, turning it into timely, accurate content.

AMA Manager / Community Coordinator

Dec 2021 – Mar 2024

- Hosted and coordinated AMAs and interviews with founders and core teams, contributing to 1,000+ English sessions to date, about half as live audio or video broadcasts.
- Guests include Paolo Ardoino (Tether), Gracy Chen (CEO, Bitget), Trust Wallet, CertiK, io.net, StakeStone, ApeBond, AITECH, Unibase, Chirpley, Friend3, TermiX, THENA, Linea, Fasqon and more.
- Drew hundreds to several thousand live listeners per session, with peaks of 3K+ live viewers on X Broadcast and 30K+ on Binance Live.
- Handled session scheduling, question preparation, moderation and promotion with project teams.

Cryptoninjas · YouTube (@crypto_ninjas)

2025 – Present

Video Content Creator & Producer

- Reached 500K total views with crypto news and market analysis videos.
- Own every stage: scripting, filming, editing in CapCut with AI-assisted workflows (Claude Code) and publishing.
- Top analysis videos on trending assets (WLFI, Pi Network) reached about 10K views each.
- The channel drives traffic to cryptoninjas.net, a top affiliate partner of Binance, MEXC and Bitget.

SELECTED WORK

- **Full portfolio (videos, AMAs, campaigns, testimonials):** daleygg.netlify.app
- **Channels:** BSC Daily on X, x.com/bsc_daily · Cryptoninjas on YouTube, youtube.com/@crypto_ninjas
- **BNB Chain hosting:** MVB VII Hot Topic AMA series · BNB AI Hack X livestream
- **AMAs on X:** CertiK · Trust Wallet · io.net
- **Founder AMAs on 5 Phút Crypto (TK Media), bilingual English and Vietnamese:** Zama · Gracy Chen, Bitget · Paolo Ardoino, Tether
- **Analysis videos:** WLFI · Pi Network

Underlined items are links to the recordings.

INDUSTRY EVENTS

- Binance Affiliate Campus 2026, Thailand
- Memeverse GM Vietnam 2025 by Four.meme
- Vietnam Tech Impact Summit 2024
- Binance Affiliate Campus 2023, Phu Quoc

Attended as invited guest; produced supporting video content.

EDUCATION

Bachelor's Degree, Business English · National Economics University (NEU), Hanoi · 2017 – 2021

IELTS 7.5 (Speaking 8.0) · 2021