

Anthony Gozzini

CRM & Lifecycle Marketing · Web3 Community & On-Chain Analytics · AI-Augmented Operations

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PROFESSIONAL SUMMARY

CRM and lifecycle marketing operator with 13 years in customer engagement and data — the last nine in Web3, including eight at Trust Wallet: global community ambassador first, hired into the Marketing & Communications team in April 2025. Owned end-to-end CRM execution for a leading self-custodial wallet: lifecycle strategy and Amplitude segmentation, multilingual campaigns in 10 languages, homepage and push configuration, crisis communications and large-scale on-chain analysis. I direct agentic AI pipelines daily to ship verified work, under one rule: AI output is untrusted until validated.

EXPERIENCE

CRM & Lifecycle Marketing | Trust Wallet

Apr 2025 – Aug 2026 · Remote

- Authored the CRM strategy across three pillars (activation, cross-sell, retention) with Amplitude segments and trigger → surface → message → KPI frameworks.
- Analyzed onboarding drop-off across a 7-figure user funnel; built lifecycle segments and quantified the retention gaps to target.
- Ran multilingual campaign localization: Telegram in 10 languages, app push in 8, with per-surface compliance; production banner and push configuration for major launches.
- Built the P0 crisis-communications playbook; ran a 15+ property Telegram network and the anti-scam automation protecting it.

Community Ambassador — Trust Squad | Trust Wallet

2018 – Apr 2025 · Volunteer, Remote

- Coordinated a 30-member global ambassador squad; public-facing admin of the global Telegram community since 2018.
- Built community-security and anti-scam bots that reduced scams across regional communities.

Web3 Freelancer — Support, Community, Marketing & PM

Apr 2017 – Present · Remote

- 95% customer-satisfaction rate leading global support and CRM optimization (Bitrail).
- +40% user participation through Telegram/Discord community management and quest campaigns (The OGz Club).
- +20% lead generation and +50% social visibility (Affidaty); 18 published crypto market-analysis articles.

Earlier, in Kraków: Motorola Solutions (Customer Support Specialist, Salesforce, EMEA, 2017–2019), Accenture @ Google (Web Data Analyst, 2017), Sabre Travel Network (Customer Business Support, 2013–2017).

PROJECTS

- **GuardBot** — pre-trade safety for EVM, Solana and TRON: real buy/sell honeypot simulation, cross-chain approvals audit and revoke; Python standard library, MCP server.
- **Telegram Gatekeeper Bot** — screens applicants to private groups with questionnaires and fake-account signals; config-driven, SQLite, 40 tests, v3.0.0.
- **channel-miner** — turns an entire YouTube channel into searchable text on your own computer, and surfaces only what is new to you.
- **The Legend of Dragoon, in Italian** — Italian language mod for Severed Chains, the fan-made PC version (611 strings so far, in progress).

SKILLS & EDUCATION

CRM/Lifecycle: Amplitude, Salesforce, HubSpot, funnel & retention analysis, KPI ownership. **Data:** Databricks SQL, Python, on-chain analytics (BSC/ERC/TRC-20/Solana). **Support & Community:** Intercom, Freshdesk, Telegram & Discord operations, community security automation. **AI:** agentic pipeline orchestration, prompt and workflow design, output verification. **Campaigns:** localization (10+ languages), banner/push configuration, SEO.

Education: CS50 Introduction to Computer Science (Harvard Online, 2025) · Technical Diploma, Aeronautical Engineering (2011). **Languages:** English (full professional), Italian (native), Polish (basic).