

Jonas

CACHAU-HERREILLAT-KIM



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Strategy, Project, and Communication professional with over 7 years of experience in Digital & Web3 ventures, complemented by an MBA in Web Business and a Master's in Digital Strategy. Rooted in fast-paced environments, my entrepreneurial mindset thrives on navigating complexity and fostering innovation, leveraging strong organizational skills to drive results. My analytical skills, proactiveness, curiosity, and international background empower me to excel in diverse and dynamic environments. <Available promptly and highly adaptable/>

EDUCATION

MBA Web Business Silicon Valley

Master Digital Strategy Manager

2020 - ESCEN - Lyon / San Francisco / Singapore

Bachelor Marketing and Business Development

2018 - IDRAC - Lyon

BTS Higher National Diploma - Business Communication

2012 - INSEEC Sup de Pub - Lyon

WORK EXPERIENCE

Consultant, Advisor & Researcher | Inwy

2021-2024 • Offline (Europe) & Online

- Strategic and operational consulting, training sessions, workshops, conferences.
- Assisting dozens of individuals and businesses understand and evolve in Web3.
- Conducting market research, data, and fundamental analysis for investments.
- Constant assessment of industry trends, news, and emerging opportunities.

Core Team Member, Community Manager and Speaker | Cryptosquare

2021-2023 • Brussels (Belgium) & Luxembourg

- Monthly events with 150+ participants, featuring top companies.
- Creating and animating engaging activities (reports, workshops, talks...)
- Building and managing the community, membership program and outreach.
- Developing an Academy and a Consulting division.

Project Manager Digital Marketing | Engie

2017-2020 • Lyon, Paris (France)

- Led end-to-end project lifecycles for Sales and Loyalty programs,
- Product management, internal and external relations (Data, Legal, Infrastructure),
- Lead of Email Campaigns within the Engie Professionals division.
- Reporting, presentations, web development, and graphic design.

ADDITIONAL EXPERIENCE

2024 • Strategy and Content Lead for Moonarchy, early-stage Web3 gaming project.

2023 • Founder of SeleneDAO, a collective and decentralized Investment Fund.

Before 2020 • Communication Agency, POD e-commerce, webradio, blogs, travel content (36k+ views), sports betting community (\$50k in affiliate revenue)...

SKILLS

Proficient in leading projects and sharing expertise. Strong multitasking in remote settings. Deep knowledge of Web Culture and international experience.

Soft Skills

Strategy
Analytics
Empathy
Leadership
Adaptability
Management

Technical Skills

Digital Marketing
DAO Management
X/Discord/Telegram
HTML, CSS, ChatGPT
CMS, Wordpress, Shopify
Notion, Snapshot, GitBook
Office, Google Workspace
Blockchain, Cryptos & NFTs
Photoshop, Illustrator, Canva

LANGUAGES

French - Native

English - Professional C1

TOEIC - 985/990

Korean - Elementary A2

Chung-Ang University (Seoul)

INTERNATIONAL EXPOSURE

Lived in South Korea, France, Singapore, Taiwan, Belgium, New Zealand, and Portugal. Stayed in twenty+ countries. Korean wife and member of international communities.