



Izabela Szczygieł

Product Operations | Project Manager | Social Media & Community Growth

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Education

Collegium Civitas, Warsaw, Poland — International Business

📅 Oct 2018 - Jun 2022

Featured Case Study

ICP HUB Poland

📅 Sep 2024 - Feb 2026

As Project Manager and Chief Marketing Officer at FLARE Web3 Marketing Agency, one of the main projects I was coordinating was ICP Hub Poland – polish local developer hub supported by DFINITY and Internet Computer.

I led the growth, marketing, and educational initiatives across the polish Web3 ecosystem. I was responsible for building and scaling developer and student communities, delivering large educational programs and executing marketing and partnership strategies across Poland and internationally.

Scope of responsibilities and achievements:

- Built and scaled a Web3 developer and student community, onboarding 1,800+ developers
- Organized and coordinated educational events, hackathons and bootcamps (online and offline), including:
 - 5 hackathons (including 1 global event – WCHL)
 - 6 bootcamps with 600+ participants
 - 45 technical workshops with 1,250+ participants and 500+ certificates issued
- Supported the delivery of large Web3 and academic events, including:
 - 4 major educational events with 2,250+ participants
 - Web3 Students Expo (300+ participants, University of Economics in Katowice, 20+ partners)
 - ICP Startup Lab (300+ participants, Warsaw, 25+ partners)
 - Nationwide educational tour across 11 cities with 1,500+ participants
- Established and managed partnerships with educational institutions and organizations, including 35+ high schools, 16+ universities, academic clubs and student unions
- Managed communication and content across social media channels (X, LinkedIn, Discord, Telegram), achieving 1M+ impressions on X and ~8% engagement rate through 350+ publications and ongoing campaigns
- Organized 20+ X Spaces, including monthly sessions and additional events for the ICP Hubs Network
- Built and ran dedicated programs such as the Ambassador Program and led collaboration with 14 active KOLs
- Collaborated with both industry-specific and mainstream media outlets
- Worked closely with ecosystem partners, technical teams and community managers to ensure alignment and execution

Experience

FLARE Web3 Marketing Agency — Chief Marketing Officer

📅 Sep 2024 - Feb 2026

Full-Time Web3 Marketing Content Strategies GTM Strategies Project Management

- Creating and executing marketing strategies for Web3 clients in technology and startup sectors
- Coordinating the work across multiple departments, including creative, content and marketing teams
- Responsibility for brand positioning, communication and maintaining a consistent brand narrative
- Planning and overseeing marketing campaigns, product launches and go-to-market strategies
- Managing the content strategy (social media, paid campaigns, organic activities)
- Collaborating with founders and executive teams to translate business goals into marketing initiatives

Experience

Hi World! PR & Marketing Agency / Cashify — Project Manager Aug 2023 - Sep 2024

Full-Time Project Management Strategy & Planning Marketing Operations

- Management of marketing projects for agency clients
- Leading and coordinating the daily tasks of creative, content and marketing teams
- Planning project timelines, budgets, proposals and defining project milestones and objectives
- Direct collaboration with clients and management of project communication

Web3 Berlin — Conference Marketing Manager Feb 2023 - Jul 2023

Full-Time / Contractor Event Planning Marketing & Promotion Project Management

- Planning and executing marketing initiatives to promote Web3Berlin Conference
- Leading the communication with partners, sponsors, and communities during event organization
- Reach-out and acquiring media partners and creators from the crypto industry
- Organising, planning and overseeing tasks within the scope of the conference

Uniqly.io — Head of Distribution Aug 2022 - Feb 2023

Full-Time Physical Product Development Production Coordination Project Management

- Responsibility for the development of wearable product lines connected to NFT and Web3
- Coordinating the design, production, and product rollout processes
- Overseeing product strategy and user experience
- Managing timelines, coordinating suppliers, and overseeing product quality

Brokerage House “Navigator” — Jan 2021 - Aug 2022

Customer Service Specialist in the Registry and Dematerialization Department

Full-Time Registry & Shareholder Records Compliance & Documentation Customer Service

- Providing professional service to individual and institutional shareholders
- Ongoing client communication and support related to registry matters
- Preparing the company for the transition from a physical share register to an electronic shareholders' register
- Recording changes in the register related to changes in share ownership

Testimonial



Working with Izabela was an great experience. She is extremely reliable, very independent, and someone you can fully trust with responsibility, and from my perspective as a CEO, it meant I could step away from daily operations and focus on bigger things, knowing everything would run exactly as it should. This was groundbreaking for me. I could hand over the entire company and multiple employees without worrying that any input from my end would be needed. Also the quality of the work was always on point. Such employee is rare, especially in our Web3 industry. Overall, I am very satisfied with our cooperation and would gladly work with her again.

Kordian Ojrzyński, CEO of Flare Agency

Skills & Tools

Languages	English - Advanced	Spanish - Basic	Japanese - Basic	Polish - Native
Tools	Notion	Adobe Suite (Photoshop, Premiere Pro)	Canva	ChatGPT / Gemini
	Questing Platforms (Zealy, Galxe, etc)	Web3 Wallets		
Skills	Crypto Marketing	Project Management	Content Planning	Campaign Planning