

Han Gan

Web3 Marketing Strategist | Creative Technologist

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EXPERIENCE:

[TX Labs](#), Senior Marketing Manager

Vancouver | Feb 2026 – Present

- Led marketing, content strategy, and GTM execution for TGE and the consumer marketplace product.
- Defined brand voice, messaging frameworks, and narrative positioning across X, Telegram, Discord, and LinkedIn with nuanced messaging targeting crypto-natives, retail, and institutional audiences.
- Managed ecosystem initiatives and partner marketing while coordinating cross-functionally with product, legal, and BD.
- Defined KPIs, analytics reports, while supporting strategy and execution for all external communications, thought leadership, press, and paid media.

[SCRIB3](#), Marketing Manager (Account Lead)

Vancouver | March 2024 – April 2025

- Led brand and marketing strategy for Web3 clients including Citrea, Elixir, Space & Time, DMM, t3rn, and Pinata, owning content, social, and narrative across multiple concurrent accounts.
- Managed internal team processes and external stakeholder communications, tracking and presenting performance data to pivot client programs based on business objectives.

[Binance](#), Jr. Creative Program Executive

Vancouver | July 2023 – March 2024

- Coordinated internal product marketing and design teams to deliver global creative requests, managing timelines, deliverables, and stakeholder expectations.
- Managed external agencies to uphold brand standards across P0 campaigns and launches such as the CEFFU platform and the Binance Web3 Wallet.

[Ancient8](#), Content & Marketing Intern

Vancouver | Nov 2022 – March 2023

- Creative and technical copywriting for social media and blog; produced content for the FIFA 2022 WC Playground campaign, driving 100k+ user signups to A8 UID.

[Dravyn](#), Music Production & Audio Engineering

Singapore / Vancouver | June 2017 – 2024

- Independent composition, production, and marketing distribution of electronic music. Signed track releases on Sable Valley, Alter/Ego, OTHERWRLD, and Trap Town Records with over 1M+ streams across YouTube and Spotify.

[Singapore Civil Defense Force \(SCDF\)](#), Operations

Singapore | August 2016 – August 2018

- Managed SRU (Special Rescue Unit) incident operations and recruit program at the National Service Training Institute.
- Discharged with the rank of Corporal and performance award.

SKILLS:

Marketing & Strategy: GTM Strategy & Execution, Brand Strategy & Positioning, Social Media Management, Market Research & Analytics, Project Management

Creative & Production: Multimedia Content Production, Copywriting (Creative & Technical)

AI Proficiency: Claude, Perplexity, Runway, Midjourney, Sora, Veo, Higgsfield, Suno

Toolkit: Notion, Adobe Creative Suite, Figma, Webflow, Canva, Asana, Linear, Monday, Trello, Ableton, Pro Tools

EDUCATION:

University of British Columbia: Bachelor of Media, 2023

National University of Singapore: Bachelor of Music, 2019

LANGUAGES:

English (Native) · Chinese-Mandarin (Conversational)