

REID FLETCHER

Social Media Lead for Emerging Tech Platforms | Building Content Systems Across Web3, AI, Fintech & Community Growth

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LINKS

Personal X, LinkedIn

PROFILE

Social media and content strategist with 5+ years of experience building growth systems for Web3, fintech, and AI platforms. I specialize in turning complex products into clear, high-performing narratives across X/Twitter, LinkedIn, Discord, Telegram, YouTube, livestreams, creator programs, and executive campaigns.

EMPLOYMENT HISTORY

❖ **Social Media Lead / Community Lead, Morph** Feb 2024 — Present
Miami

- Scaled Morph from 10K to 715K X followers, maintained an 8% average engagement rate and delivered a 1.1M-impression campaign.
- Built Discord from 0 to 250K members and Telegram from 0 to 300K by redesigning community architecture, moderation systems, engagement loops and retention mechanics.
- Led USDC live on Morph to #1 trending in the U.S. and Singapore and #3 globally on X, translating a technical launch into a market-wide social moment.
- Partner with executives, product, marketing and ecosystem teams on growth strategy, launch messaging, events, OKRs and brand positioning

❖ **Social Media Manager, Gate** Mar 2023 — Dec 2023
Miami

- Managed content across X/Twitter, Discord, and YouTube, supporting the exchange's broader social and community strategy.
- Supported campaign planning and execution designed to increase engagement, improve audience clarity, and strengthen brand presence across social channels.
- Collaborated with internal teams to align messaging across social, community, marketing, and product communication.
- Used platform performance and audience feedback to refine content formats, posting cadence, and campaign direction.
- Helped translate fast-moving crypto market developments into timely, accessible content for retail and community audiences.

❖ **Social Media & Community Experience** Mar 2019 — Mar 2023
Miami

Combat Waffle Studios | Phoenix Community Capital | ExceedMe

- Managed social media, community engagement, and digital communications across gaming, Web3, and digital-native brands.
- Built social campaigns, launch messaging, brand collateral, and promotional content to improve visibility, audience engagement, and lead generation.
- Organized community events, networking activations, campaigns, and discussions to strengthen participation, retention, and brand loyalty.
- Developed brand voice, community messaging, and digital content systems to maintain consistency across social, community, and customer-facing channels. Recruited, trained, and supported staff, volunteers, and team members across moderation, communication, and content workflows.