

Contact

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aytaknazarpour (LinkedIn)

Top Skills

Problem Solving

Strategic Partnerships

Fundraising

Languages

English (Professional Working)

Turkish (Native or Bilingual)

Certifications

How to Start a Startup

Understanding Prompt Engineering

Introduction to AI Agents

Marketing Analytics for Business

Fundamentals of Funding

Aytak Nazarpour

Strategic Partnerships & Business Development | Growth | Defi,
Investments & AI | On-Chain Researcher | Graduate of Business
Administration

Istanbul, Türkiye

Summary

For me, business development has always been more than Partnerships and KPIs. It's about building bridges between insights, people, and purpose.

Coming from a background in mathematics and business, I've always seen growth as both an Art and a System. Numbers tell a story, and Markets mirror human behavior. The key is learning to read both.

I began my journey in marketing and R&D PM, exploring how innovation becomes meaningful when guided by data and empathy together. Over time, I shifted into the Web3 and DeFi space, leading end-to-end business development for projects that combine technology with real market needs.

My approach blends analytical precision with strategic intuition, helping founders and investors find alignment that lasts.

I believe the strongest ecosystems are built when both sides WIN: when investors see sustainable value, and projects gain the clarity and structure they need to thrive.

I'm passionate about transforming Insights into Impacts, turning raw potential into measurable progress, and helping teams create something that outlives the hype.

Because for me, Web3 IS NOT just a market.

It's a space where Builders, Investors , and Communities grow together, creating trust, balance, and shared success.

Experience

Various Startups

Business Development Executive

August 2024 - Present (2 years 1 month)

Dubai, United Arab Emirates

Owned full-cycle BD and growth for P2P trading and DeFi initiatives.

Led end-to-end execution and market research, aligning teams from validation to launch.

Drove lead generation, community scaling, KOL management, and on-chain GTM.

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1 year 1 month

R&D Project Manager

November 2023 - August 2024 (10 months)

Led end-to-end product development for a physical-digital hybrid solution.

Owned market research, competitive analysis, and TAM/SAM validation.

Developed pricing models, cost forecasting, and GTM strategy.

Marketing Business Development Executive

August 2023 - August 2024 (1 year 1 month)

Results-driven marketing executive with a proven track record in digital services.

Expert in driving brand visibility, acquiring high-intent leads, and executing data-driven growth strategies in digital services.

Highlight activities:

- B2B Digital Marketing Strategy
- CRM and vendor relations agent
- Social Media Marketing | Content Creation
- Coordinate events and conferences
- Handled confidential documents & maintained their proper organization
- Conducted research & prepared reports on various topics related to the company's operations & industry trends

Various Startups

Social Media Management

August 2019 - August 2023 (4 years 1 month)

Authored in-depth technical analyses of Web3 protocols, cryptocurrencies, and macro/microeconomic trends.

Key Activities:

- Developed and maintained content calendars
- Managed social media accounts
- Executed marketing campaigns across Instagram, X (Twitter), and LinkedIn
- Defined and built user personas
- Wrote and presented advertising proposals
- Produced high-quality content (articles, threads, and posts)
- Led content marketing initiatives
- Managed email marketing campaigns
- Moderated and engaged online communities

Education

K. N. Toosi University of Technology

Associate's degree, Mathematics

Alzahra University

Bachelor's degree, Business Administration and Management, General