



AUDIONFT THOUGHT LEADER AND ONBOARDING EXPERT. MAKING BELIEVERS

# SOURAV DEB

## GET IN CONTACT

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## PERSONAL PROFILE

An award winning musician and community leader with hands-on experience in all levels of NFT and Crypto onboarding, including curating events, community engagement and growth, customer service for new blockchain users, onboarding expert and facilitating mass user acceptance.

## AREAS OF EXPERTISE

- Onboarding
- Customer service
- Curating events, music, sounds
- VR events
- Sound engineering
- Community engagement and growth
- Making believers out of non believers
- Mass adoption megaphone

## OTHER SKILLS

- The ability to analyze complex technical information and inquiries
- International contacts with pro and aspiring musicians
- Detail oriented
- Excellent problem solver

## WORK EXPERIENCE

### CRYPTO SOLUTIONS 360

- Create Wearables for Decentraland – Clients include:
  - National Geographic
  - Jim Jones (Rapper)/ZAP THEORY

### Hiphopcanada.com

- Blockchain distribution layer for artists. Create NFTs and populate blockchain streaming services with artists music
- Curating & Facilitating VR metaverse events
- Community engagement and growth manager
- Onboarding manager
- Crypto Customer Service

### DAO RECORDS

- Blockchain distribution layer for artists. Create NFTs and populate blockchain streaming services with artists music
- Curating & Facilitating VR metaverse events
- Community engagement and growth manager
- Onboarding manager
- Sound engineering

### BEAT.IFY (WEB3 STREAMING PLATFORM)

- Director of NFT's
- Teaching staff how to curate NFT's
- Community Onboarding

### RUKUS AVENUE RADIO

- Record, mix and edit Podcast about Rap music and Cryptocurrency
- Gathering artists to interview and current market news
- Main Host for weekly podcast

### UNIVTOKEN

- Director of NFT department
- Creating the stand-alone NFT marketplace for UNIVTOKEN
- Creating hype and on boarding artists/companies for our NFT launch
- Curating VR events to build an energy around UNIVTOKEN adoption
- Curating NFTs for clients and launching the marketplace

## EDUCATION HISTORY

### UNIVERSITY OF TORONTO

- Bachelor in Political Science

### ACCOLADES

- First Music NFT minted as a music video
- First unreleased song as an #AudioNFT
- Juno Nominated for participation as a musician on the 'dimsum' album
- Founding board for MANIFESTO FESTIVAL
- Co-Founder of Stolen From Africa movement
- Co-Founder of DAO RECORDS and GUERRILLA MUSIC
- Pioneering NFT onboarding for musicians