

PAVLO  
**ONLINE  
PORTFOLIO**

CREATING STORIES THAT STICK

VIDEO | LOGO  
SCRIPTS | SOCIAL CONTENT

2026



# ABOUT ME

Experienced digital marketer with a Law degree and certifications from business schools in SMM, targeted marketing, and AI. Expertise in full-cycle marketing: targeted advertising, social media management, content creation, landing page development, AI process automation, launching crypto projects on Twitter/X and Telegram, video editing (CapCut), logo design, and sticker pack creation. Provided consultations on online business promotion, driving reach growth and audience engagement for over 10 online projects.

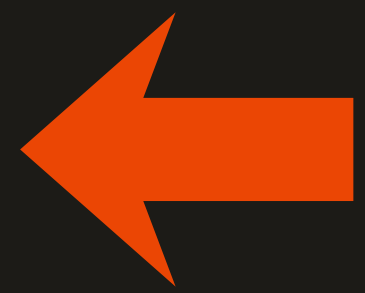
# WHAT I BRING TO THE TABLE

- Targeted Advertising
- Social Media Marketing (SMM)
- Comprehensive Online Project Promotion
- Content Creation
- Social Media Management
- Landing Page Development
- AI Process Automation
- Crypto Project Launching (Twitter/X, Telegram)
- Platform-Specific Content Production
- Simple Video Editing (CapCut)
- Sticker Pack Creation
- Visual Materials Design
- Logo Design
- Business Promotion Consultations in Social Networks
- Audience Growth and Engagement Strategies

Organic growth of crypto account on Twitter (X)

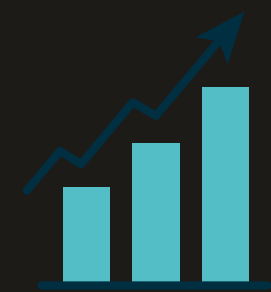


Link

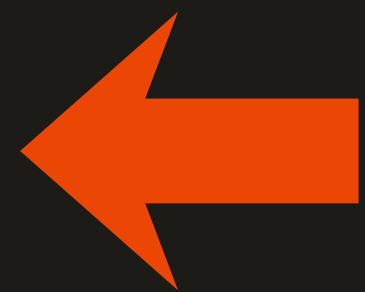


# CASE EXAMPLE

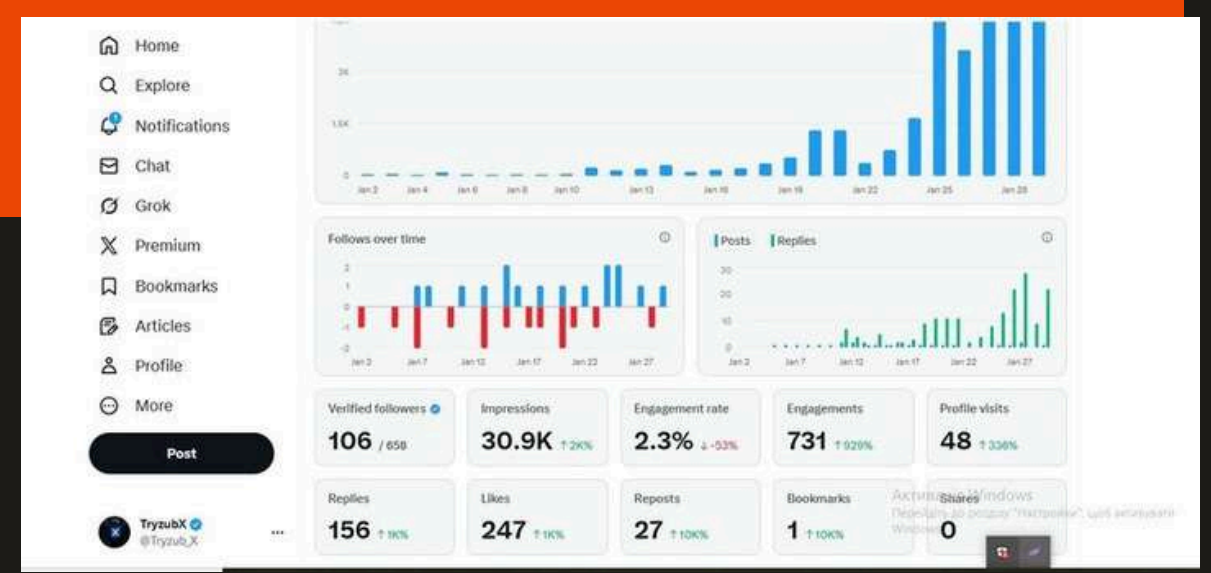
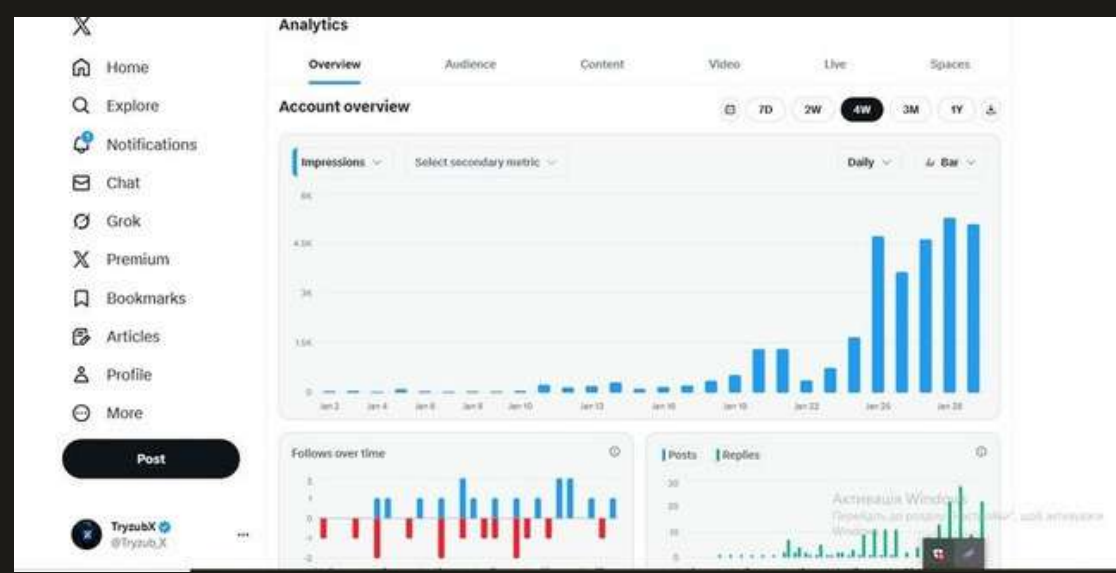
Demonstration of statistics for the last month on the channel



Link



screenshots



# BENEFITS OF MY WORK

## Results for the last month (from analytics)

- Organic growth without paid advertising
- Deep understanding of crypto / Web3 audience
- Focus on engagement, not "empty" subscriptions
- Content that stimulates responses and discussions
- Stable results without sharp artificial jumps
- Maximum efficiency with zero budget
- Building an active community, not just numbers

-Based on the provided statistics for the last month:

-30,874 impressions

-728 interactions

-Engagement Rate  $\approx$  2.36% (which is a good indicator for the crypto niche)

-246 likes

-155 replies (high level of live communication)

-27 reposts

-47 profile visits

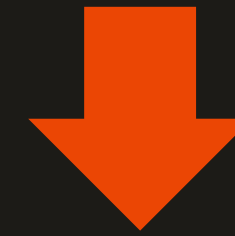
16 new followers organically<sup>1</sup>

***\$0 advertising spend***

👉 This confirms that the content is not just being viewed, but actively discussed and interacted with.

# CASE STUDY: CREATING A WEB3 / NFT PROJECT WITH ITS OWN WEBSITE

## Description of the project



I created my own Web3 project with a focus on NFT.  
The project is in the development and preparation stage for scaling.  
The goal of the project:  
to test the idea  
to create a real NFT product  
to prepare the basis for further development and investor attraction

## PROJECT WEBSITE

I myself:  
built the website (without programming)  
thought out the page structure  
made a project submission for crypto /  
Web3 themes  
posted information about NFT and the  
project itself  
The website is used as a presentation  
platform to show the idea, product and  
vision.

## NFT PART

Within the project:  
NFT collection created  
NFTs posted and presented on the website  
collection concept and description formed

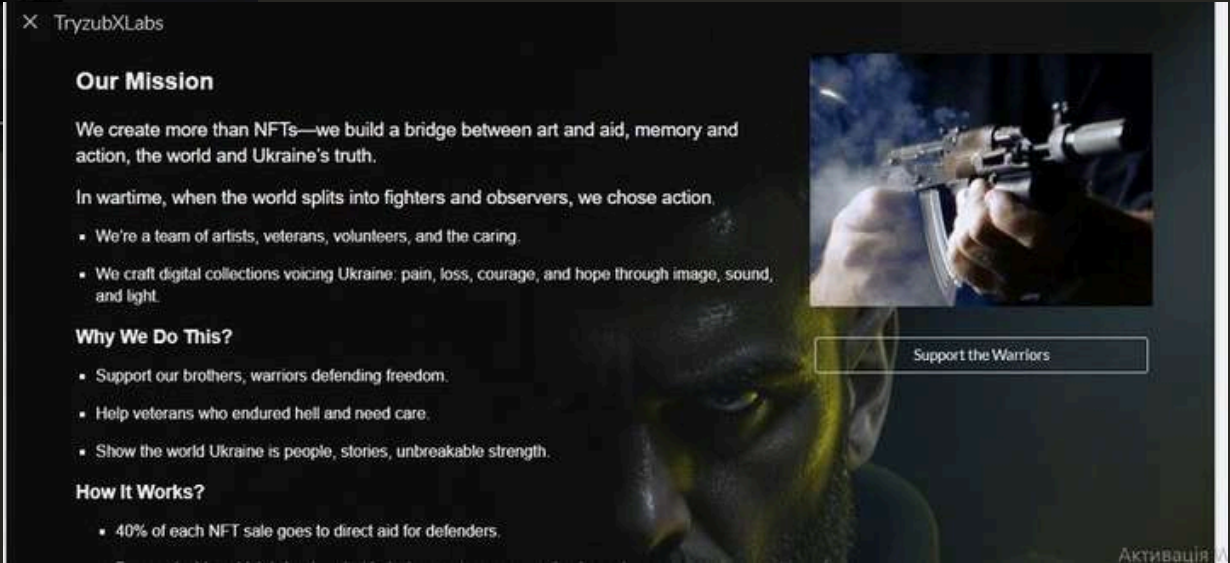
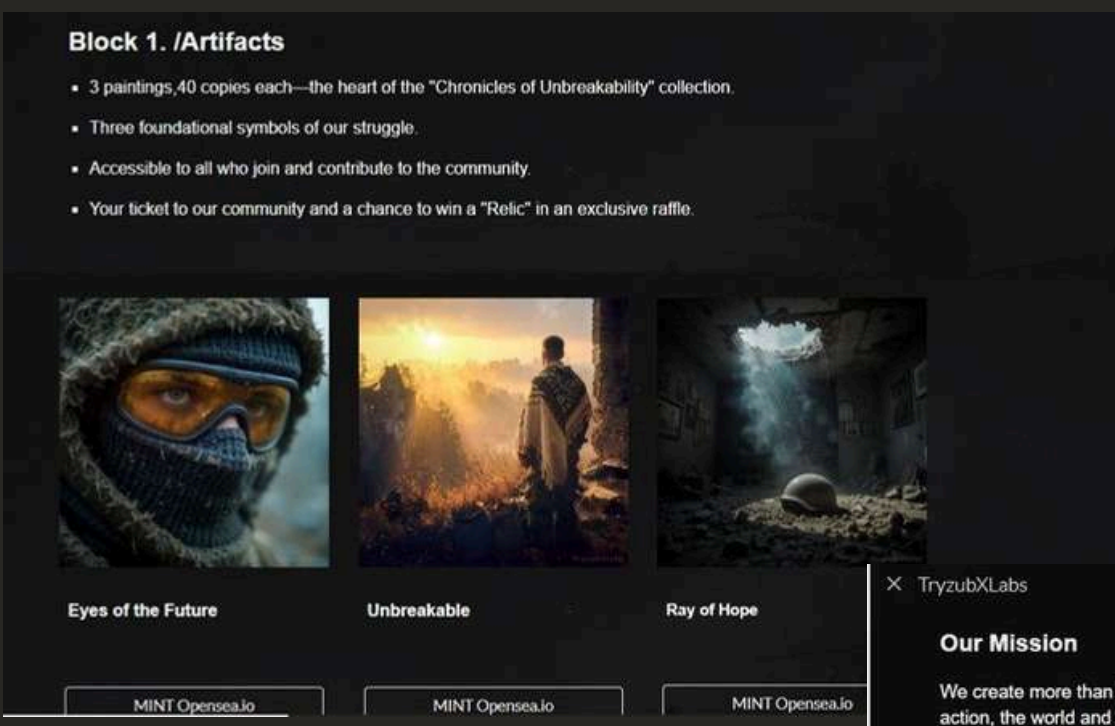
This is a real  
project, not a  
teaching  
example.



# What this case shows about me

This project demonstrates well that I:

- I know how to launch Web3 ideas from scratch
- I can build a website without code
- I understand the basic logic of NFT projects
- I know how to design an idea and a product
- I work with real projects, not theory
- I think about development and scaling



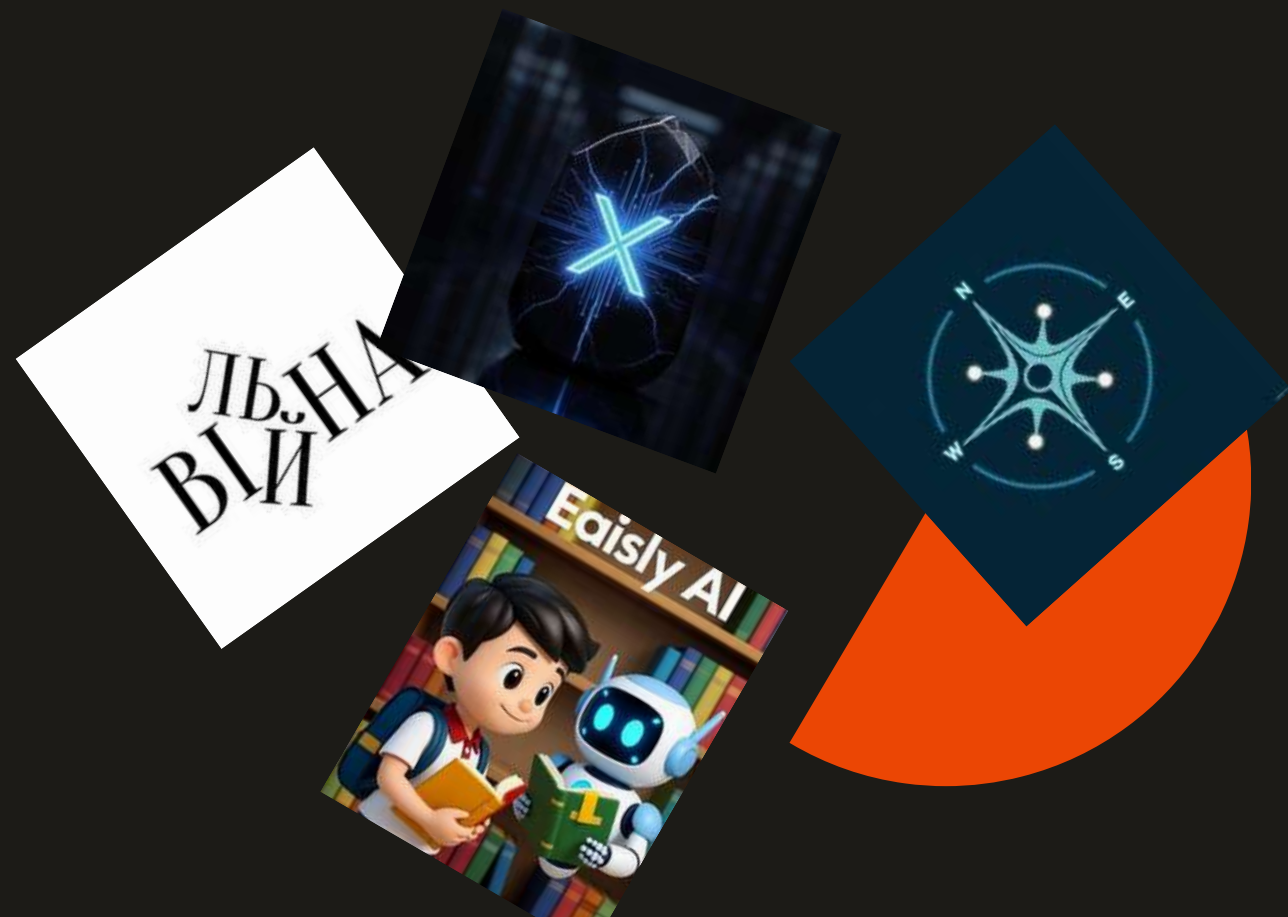
SITE - and NFT (screenshots)  
upon request I will provide a  
link (the site is moving)



# LOGOS BANNERS EXAMPLES OF RECENT WORK (QUICK WORK)

logos

banner



# AI PROMO VIDEO CASE CREATED A SHORT PROMOTIONAL VIDEO USING AI TOOLS AND MOBILE VIDEO EDITING.

Work process:

generated the source image using AI

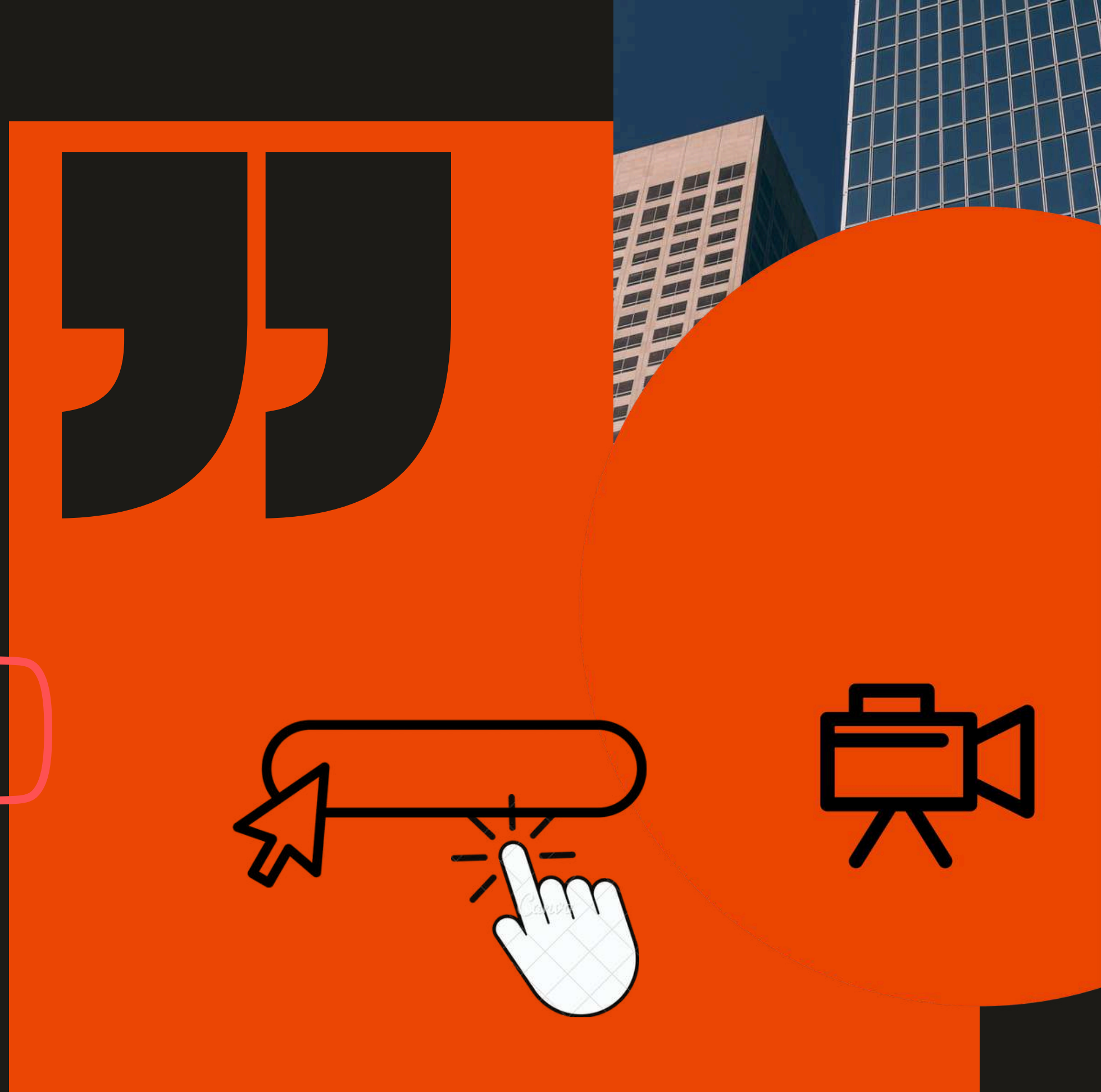
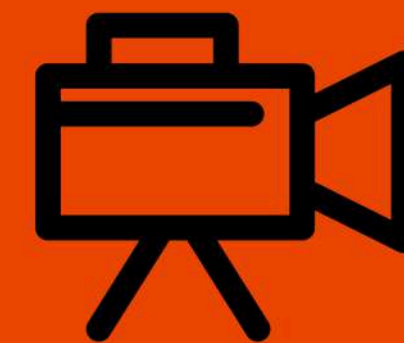
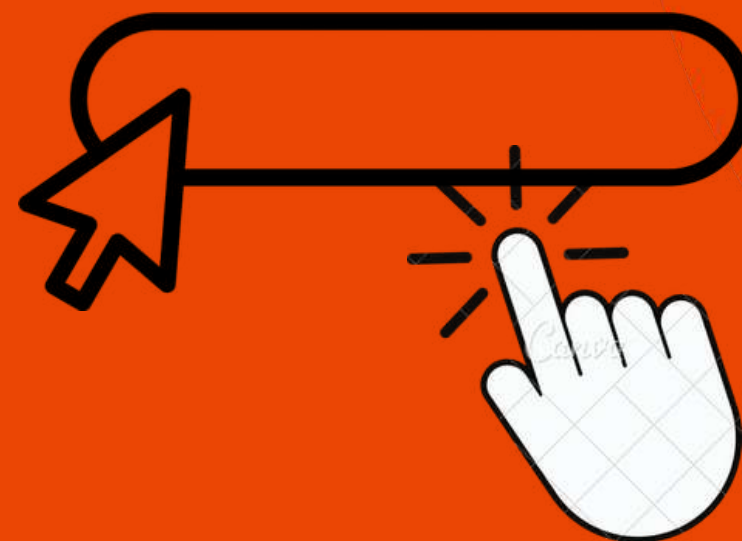
performed AI animation (photo animation)

prepared the scene and mood of the video

edited the final video in CapCut

added music, transitions and visual effects

adapted the format for social networks



# SKILLS & TOOLS :

## Web3 & Crypto

- NFT / Web3 project setup (early stage)
- Crypto project packaging and presentation
- NFT collection setup and showcase pages
- Content creation for Web3 and crypto audiences

## AI Tools

- AI content generation
- AI visual creation
- AI photo animation
- Using AI tools for SMM and crypto content

## SMM & Social Media

- Organic Twitter (X) account growth
- Social media testing and account management
- Profile setup and content structuring
- Telegram community content (texts + visuals)
- Post creation and content planning
- Basic analytics and format testing

## No-Code Website

- No-code website building
- Page structure and layout setup
- Product and project presentation pages
- Basic SEO page structure

## Advertising

- Targeted ads launch and testing
- Ad creative preparation
- Test ad campaigns and basic performance optimization (CTR / engagement)

## Video & Visual Content

- Video editing in CapCut
- AI-based photo-to-video animation
- Short promo video creation
- Music and effects overlay
- Social media promo clips
- Visual creatives for SMM

## contacts:



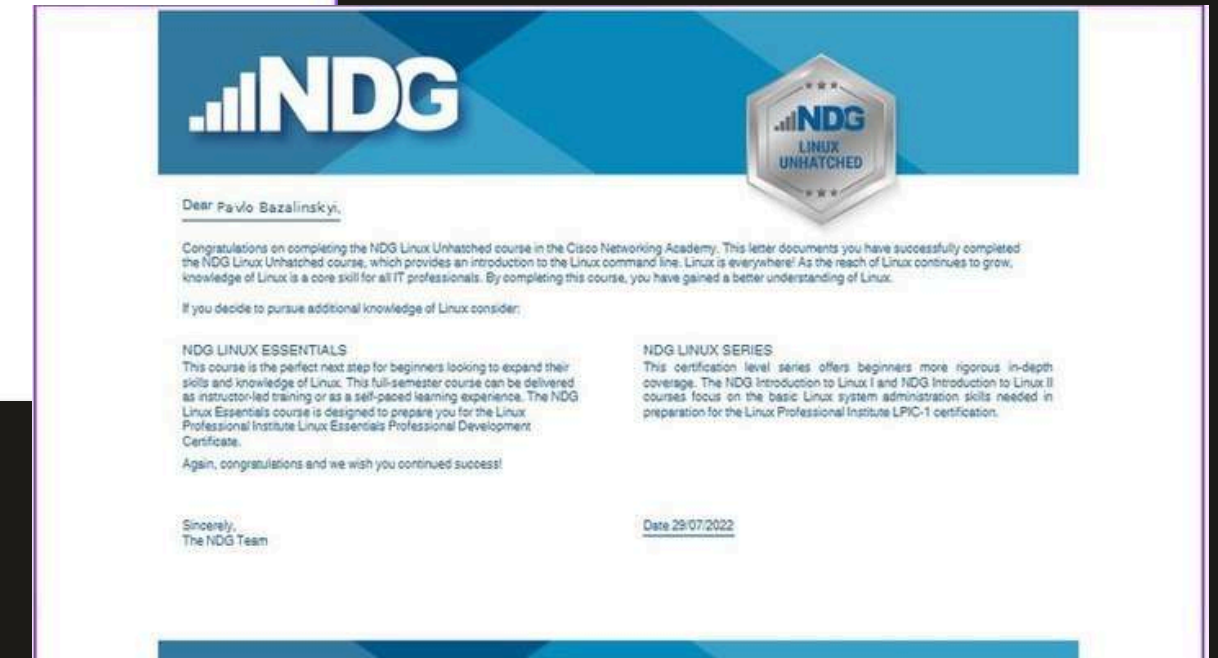
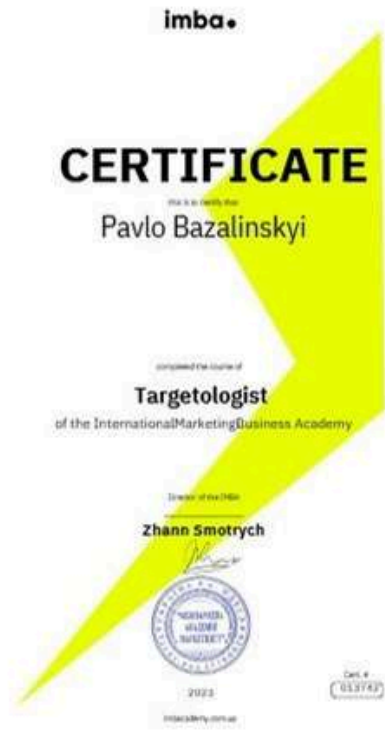
**@HtotuBroo**



**WhatsApp**

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# CERTIFICATES



## contacts:



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