

Dino De La O

Marketing & Content Lead

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Mexico City, Mexico · Remote (UTC-6)

PROFILE

Bilingual (English/Spanish) marketing and content lead with 5+ years running campaigns, content, and documentation for tech products, including Astria, Astroport, and Mars Protocol. Former debate coach and teacher who turns complex products into clear, persuasive messaging. For the past year I have built and shipped software for clients with AI tools, so I understand the products I market.

EXPERIENCE

Freelance AI Product Developer · Self-employed · *Remote* Jul 2025 – Present

- Built and deployed **evolución** for an education client: a course builder plus WhatsApp messaging platform that keeps each cohort updated on schedules, reminders, and follow-ups.
- Launched **Agalma Sourcing** (agalmasourcing.com), an AI sourcing service for Mexican manufacturing: search across 700,000+ establishments plus paid managed RFQs (bilingual supplier outreach and quote comparison).
- Built and grew **TOC Bid List** (tocbidlist.com), a live debate bid tracker: automated weekly data pipeline plus programmatic SEO (~775 indexed pages) to overtake older bid lists in search.

Marketing Lead · Astria · *Remote* Jan 2025 – Jun 2025

- Owned content and campaign strategy on X for a Celestia-based shared-sequencer network during its DeFi ecosystem push.
- Ran 7+ multi-post launch campaigns with partners including Drop, Morpho, and Noble, each with teasers, announcements, explainers, and stats updates.
- Wrote monthly ecosystem recaps and go-to-market messaging for bridge, swap, and Top-of-Block auction launches.
- Promoted Astria's Mammoth hackathon tracks and CTO workshop with developer tutorials and recap content.

Content & Marketing Lead · Delphi Labs (Astroport, Mars Protocol) · *Remote* 2022 – 2024

- Led content and marketing for Astroport, a leading Cosmos DEX, and Mars Protocol, from launch announcements to partnership news (e.g., the Osmosis alliance).
- Wrote 20+ technical and editorial posts, including integration tutorials, governance guides, and market analysis such as “DEX Wars: AMM vs. CLOB.”
- Produced the “Astro(re)port” newsletter and a Mars v2 video explainer series on credit accounts, margin trading, and lending.
- Coordinated communications across engineering, BD, and partner protocols, and moderated the developer community channel.

Earlier Web3 roles 2020 – 2022

Content Lead, **Talis Protocol** (whitepaper, brand messaging, community) · Technical Writer, **Spar Protocol** (docs, fund-manager research).

High School Teacher · Lake Highland Preparatory School · *Orlando, FL* 2019 – 2020

- Taught International Relations and Comparative Religion to seniors, and designed the curriculum, lesson plans, and assessments.

Speech & Debate Coach · Freelance · *United States* 2016 – 2019

- Coached top-10 nationally ranked debaters to national tournament wins in argumentation, research, and persuasive speaking.

EDUCATION

The University of Texas at Austin · B.A. Anthropology 2019

The University of Texas at Austin · Data Science & Machine Learning Bootcamp 2020

SKILLS

Marketing	Content strategy, campaign planning, go-to-market, social media (X), newsletters, community management
Writing	Copywriting, blogs, product documentation, whitepapers, video explainer scripts
Tools & AI	Claude Code and LLM workflows, Next.js, Supabase, Notion, Figma basics
Languages	English (native), Spanish (native)