

JORDAN NEARY

Marketing & Growth Leader | Web3 Infrastructure & Consumer Products (B2B & B2C)

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PROFILE

Marketing & growth leader with **10+ years of management and leadership experience**, including 4.5 years scaling Web3 infrastructure and consumer products at LI.FI. Joined as **employee #14** and one of the first four on Jumper, growing the marketing department into the function behind **150k+ monthly active users** and **\$1-2B in monthly trading volume**. Owned a **\$300K annual marketing budget**, co-created **Jumper Pass** (one of the longest-running loyalty programmes in crypto, distributing **\$13M+ in rewards**), built community at scale both online and in-person across multiple cities, directed international events across **four continents**, and contributed directly to product roadmap and investor relations at leadership level.

CORE STRENGTHS

Marketing & growth strategy (B2B/B2C) · Social media & content strategy · Team leadership · Community building (online & in-person, multi-city) & partner ecosystem growth · Customer support strategy · Loyalty & rewards programme design · Global event strategy · Investor relations · Product & brand decision-making

EXPERIENCE

LI.FI / Jumper

Manchester, UK (Remote-first, global team) · March 2022 – August 2026

B2C Marketing Lead

April 2025 – August 2026

Community Lead

March 2022 – April 2025

LI.FI is the universal market access layer for digital assets, delivering best-price execution across every DEX and bridge for stablecoin, RWA, and cross-chain trading. Jumper, its consumer product and my primary focus, is the leading all-in-one interface for swapping, bridging, earning, and managing crypto across chains.

- Joined as **employee #14** at LI.FI and one of the first 4 team members on Jumper; part of the founding team that built Jumper into a product with **150k+ monthly active users**, \$1-2B in monthly trading volume, and **\$40B+ in cumulative volume processed** to date
- Owned a **\$300K annual marketing budget** and led the department end to end (team, strategy, and every product launch), with social media managers and creative designers reporting in, plus external agency relationships spanning motion design and SEO/GEO
- Owned B2C community growth and global 24/7 customer support strategy via a direct-report Community Manager overseeing a **team of 6 support agents**, spanning consumer and partner-facing support
- Co-created **Jumper Pass**, one of the longest-running loyalty programmes in crypto, distributing **\$13M+ in rewards** to hundreds of thousands of users
- Ran go-to-market strategy for major product launches, including Jumper's Earn, limit orders, and swap execution features, partnering with Tier 1 industry companies as launch partners
- Directed international event strategy and execution across **four continents** (Dubai, Korea, France, Argentina), including speaking at and hosting LI.FI's own Berlin conference
- Contributed directly to product roadmap and prioritisation, working alongside product and engineering leadership, and supported investor relations activity for 18 months as part of the core team

Quality Control Manager

November 2021 – April 2022

Defi Raccoons

Port Elizabeth, South Africa (Remote)

Owned content and operational quality control across social media, AMAs, and community events, gaining early hands-on exposure to Web3 that directly informed the move into crypto marketing leadership.

English Teacher

November 2020 – November 2021

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Remote · One-on-one English lessons for international students

Associate Campus Pastor

May 2017 – October 2020

Father's House Family Church

Port Elizabeth, South Africa

Led and grew in-person communities across multiple cities, with direct responsibility for community growth, weekly public communication, and event/programme delivery. Built the leadership and community-building foundation later applied in a commercial marketing context, complementing online community experience with proven in-person, multi-city reach.

Restaurant Manager

August 2016 – May 2017

RocoMamas

Port Elizabeth, South Africa

Managed kitchen staff, scheduling, and stock control, building an early foundation in operational leadership and process discipline.

SKILLS & TOOLS

- Community & social:** Twitter/X, LinkedIn, Telegram, Discord, TikTok/Instagram (early-stage), owned blog
- Support & analytics:** Intercom, Zendesk, Discord support tooling; Google Analytics, Dune Analytics
- Marketing & paid:** GTM planning, product launches, brand positioning, loyalty programme design, creator/clipping strategy; paid social/search; Google Ads certified
- AI & leadership:** Claude, Higgsfield, Flora; cross-functional leadership, hiring, investor relations, board-level comms

EDUCATION & CERTIFICATIONS

Bachelor of Theology (in progress, part-time) · Google Ads Certified