

# Wendy López

LATAM Growth Lead · Bitcoin &amp; Fintech

AI-NATIVE

OPEN

prev. LATAM Growth Manager at Xverse · I operate AI systems for growth marketing focused on creativity, revenue and conversion

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 Remote · Digital Nomad



I run growth like an operating system, not a campaign calendar · AI agents handle research and reporting, *I focus on strategy and revenue.*

AI · ROI

14<sub>x</sub>

ROI from internal AI operating system. 47 production problems solved · 700–1,100 hrs saved in 8 weeks (2026).

BRAZIL · XVERSE

#3

Brazil established as Xverse's #3 global market from zero · Portuguese localization, KOL partnerships, community-led distribution.

CREATORS

100+

KOL activations · Xverse

ORDINALS LATAM

1.5K+

Online viewers · 200+ in person · sold out

CRYPTO BAZAR

500+

Visitors educated · 20 merchants onboarded to crypto

MOD OPS 24/7

10

Global mod team led · crisis ops

## 01 EXPERIENCE THE LAST FIVE YEARS.

Feb 2026 → NOW

LATAM · Remote

### byTHELAB \*

Founder & Marketing Director

- Built and operate proprietary autonomous AI agent systems that run growth marketing 24/7 · research, intelligence reports, content drafting and execution while clients sleep.
- AI-native growth toolkit for clients: brand voice + positioning · campaign strategy + copy systems · focus groups (MX/CO) · email nurture sequences · KOL/creator programs · content production at scale · analytics + tracking rebuilds · SEO/GEO audits · design systems.
- Productized 21–30 day GTM sprints from awareness to activation with measurable revenue and conversion outcomes. *3-person team ships output of a 15-person agency.*

ACTIVE CLIENTS Aureo Bitcoin · Fedi · Bitso

Jan 2026 → NOW

Mexico City · Remote

### Bitsave (prev. Bitsafve)

Marketing & Growth Director · part-time

- Diagnosed near-zero activation on platform with strong organic traffic · built diagnostic framework BEFORE ads (funnel mapping, focus groups MX+CO, hypothesis validation).
- Led full GTM relaunch + rebrand under LATAM regulatory constraints · improved mobile product UX, identified SEO issues and lifted GEO positioning.
- Upgraded social media communication · connected the platform with LATAM crypto/fintech community and KOLs.

Mar 2024 – Dec 2025

Hong Kong SAR · 1y 10m

### Xverse Bitcoin wallet · 1.5M+ users globally during tenure

LATAM Growth & Marketing Manager

- Owned end-to-end LATAM growth funnel across MX, BR, AR, CO, CL · localized GTM, not translated US playbook.
- Built Brazil from zero into Xverse's #3 global market via Portuguese localization + regional KOL partnerships · led Ordinals LATAM Mexico (sold out · 200+ in person · 1,500+ online · first in region).
- Activated 100+ creators · built ecosystem partnerships with Stacks, MoonPay, Ledger, OrdinalsBot + artist collaborations with Trio & Gama · represented Xverse at UNGA79 (UN Tech Forum), Consensus, LABITCONF, Bitcoin Conference HK/LV/Nashville.

Dec 2021 – Dec 2023

Dubai, UAE · 2y 1m

### Virtua Web3 platform

Head of Community, Global

- Built and scaled global community from zero across Discord, Telegram, Twitter · led 24/7 moderation team of 10 with crisis protocols (FUD, security incidents, bad actors).
- Designed and hosted online + IRL metaverse tournament · character/persona design, \$500 prize, 500 reg + 200 attendees. Brand Ambassador at NFT NYC, CNFTCON, NFT LV · interviewed Charles Hoskinson (Cardano).

## SKILLS · SEMANTIC CLUSTERS

### AI-NATIVE OPS

Claude · Claude Code · OpenClaw · agentic workflows · prompt engineering · GAN-inspired Planner-Generator-Evaluator harness · AI bot deployment with security-by-design · MCP integrations (Notion, Slack, Linear, Figma)

### GROWTH & MARKETING

Growth Strategy · Full-Funnel (Acquisition → Activation → Retention → Revenue → Referral) · GTM · CRO · KOL/creator programs · UGC · Community-led growth · Education-led acquisition · Localization (≠ translation)

### BITCOIN · WEB3 · FINTECH

Self-custody · Stablecoins · Ordinals/Runes · Wallet growth · Regulated crypto/fintech (CMF Chile, MX financial-services) · KYC optimization · LATAM market entry · Multi-jurisdiction compliance language

### ANALYTICS & OPS

GA4 · GTM · Linear · Notion · Figma · Publer · Typefully · Granola · Funnel diagnostics · Tracking infrastructure restoration

## EDUCATION

### MA, Education

UNAM · 2018–2021

### Lic. Ciencias de la Educación

UAN · 2011–2015 · graduated with honors

### Marketing & Growth Strategy

Platzi · 2025

## CERTIFICATIONS

AI Fluency Framework & Foundations · Anthropic

Gemini Course · Google

OpenClaw Course

Course Growth Hacking

Epistemology, Cognition, Teaching

## LANGUAGES

Spanish

Native

English

Professional Working

Portuguese

Elementary

## SPEAKING · SELECTED

### UNGA79 · UN Tech Forum

New York · 2024 · Xverse

### The Bitcoin Conference

HK · LV · Nashville · 2024

### LABITCONF · Consensus

2024-25 · Xverse

### Virtua Metaverse Tournament

Host · 500 reg + 200 attendees · online + IRL

### NFT NYC · CNFTCON · NFT LV

2022-23 · Virtua

### Bitconf Mexico City

CDMX · Jan 2025

### Monad Blitz

Mentor · 2026

### La Salita Bitcoiner

Weekly X Space (ES) · ongoing host

## COMMUNITY ORGANIZED

### Ordinals LATAM Mexico

first in region · sold out

### Crypto Bazar

first edition · 500+ visitors · 20 merchants onboarded to crypto

### Cryptomundial MX

founder · directorio crypto-friendly

