

Sammy Salih

Web3 Entry Role | Crypto-Native Analyst | Trust & Safety / Operations

Auckland, New Zealand | sammysalih100@gmail.com | Available Immediately

PROFILE

Crypto-native finance and systems operator with 7+ years of DeFi exposure and practical experience across wallets, dApps, liquidity, market structure, on-chain behaviour, airdrops, and risk evaluation. Brings a rare mix of Web3 fluency, accounting discipline, systems troubleshooting, and structured operational judgement. Best suited to entry-level Web3 operations, trust & safety, community support, research, analyst, or protocol operations roles.

CORE SKILLS

DeFi | On-chain analysis | Wallets & dApps | Sui ecosystem | Market structure | Risk assessment | Airdrop farming | Protocol mechanics | Trust & safety awareness | Scam/phishing pattern recognition | Discord/Telegram familiarity | Data review | Operations support | Xero | Systems integration | AI tooling

EXPERIENCE

Blockchain Analyst / Crypto-Native Operator - Self-Employed, Remote | *May 2024 - Present*

Crypto-native analyst with deep DeFi exposure, practical on-chain experience, and strong awareness of market behaviour, protocol risk, and Web3 user flows.

- Built a sustainable income using market-making, delta-neutral, arbitrage, and capital allocation strategies across blue-chip and higher-volatility assets.
- Developed 7+ years of DeFi exposure, including protocol mechanics, liquidity, bridges, wallets, airdrops, systemic risk, and on-chain behaviour.
- Regularly evaluated Web3 opportunities by reviewing incentives, market structure, protocol design, user activity, risk, and expected value.
- Active across Web3 ecosystems including Sui and DeFi applications, with strong familiarity using wallets, dApps, on-chain tools, and community channels.
- Used structured risk management and probability-based decision-making to adapt quickly in fast-moving market environments.

Finance & Systems Manager - Sal's Pizza Head Office, Auckland, New Zealand | *Apr 2023 - Apr 2024*

Led finance operations and systems improvement across a large franchise network, combining operational discipline with technical problem-solving.

- Oversaw 49 stores across NZ and Australia, supporting directors with financial reporting, store performance data, and operational visibility.
- Maintained 7 Xero accounts and managed 2 in-house bookkeepers, ensuring reporting quality and process consistency.
- Led improvements across Revel POS, Unleashed, UberEats, DoorDash, UberDirect, Mobi, and Xero to improve data flow and reporting accuracy.
- Debugged system and data issues with stores and third-party platforms, turning messy operational inputs into trusted reports.

Bookkeeper - Sal's Pizza Head Office, Auckland, New Zealand | *Oct 2022 - Apr 2023*

Built strong operational finance discipline through hands-on bookkeeping, reconciliations, reporting preparation, and data accuracy work.

- Managed accounts for 11 South Island stores, including reconciliations, invoices, expenses, and financial record maintenance.
- Supported financial statements and advanced accounts, ensuring accurate information was available for managers and tax accountants.

Self-Employed Operator - Websites, Bookkeeping & Tutoring, Remote | *Jan 2020 - Sept 2022*

Self-directed operator with experience building small-business websites, managing Xero bookkeeping, and delivering online tutoring.

- Built WordPress websites for small businesses and helped clients improve online visibility and customer access.
- Provided Xero bookkeeping and tax support, including reconciliations, expense categorisation, and submission preparation.
- Delivered online maths tutoring with clear communication, structured learning, and successful student outcomes.

General Accountant - Top Quality IT Solutions, Auckland, New Zealand | *Nov 2017 - Apr 2019*

Handled accounting, reporting, and process support in a small-business environment requiring ownership and adaptability.

- Performed accounting, reporting, bookkeeping, and financial analysis independently to support directors.
- Supported business growth from approximately \$500k to \$2M+ annual revenue through process and cashflow improvements.

EDUCATION

Bachelor of Business, Finance Major & Economics Minor - Massey University, Auckland, New Zealand | Jan 2015 - Nov 2017

Bachelor of Commerce studies - University of Wollongong, Dubai, UAE | Jan 2014 - Nov 2014