

Adrià Garcia Font

Communications & PR Manager — Web3 & Tech

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Summary

Communications leader with 15+ years owning communications strategy, brand narrative and media at a senior level across international markets — Web3, healthcare, public sector and politics, with six years dedicated to Web3. I own communications end to end and orchestrate PR execution rather than relaying it, lead corporate, internal and executive communications, and translate complex technical products into clear narrative that earns Tier-1 coverage. I also design the systems that produce the work: my own product runs on 47 scheduled agents with a human gate on everything that ships. Native Catalan and Spanish; English (C1).

Core Skills

Communications strategy & leadership · Corporate & internal communications · Brand narrative & messaging architecture · PR & media relations · Founder & executive communications · Reputation & crisis management · Thought leadership · Stakeholder engagement · AI-native content & SEO · Web3 / blockchain communications

Experience

Startale (Soneium — Sony's blockchain) — PR & Communications Manager

Remote · Sep 2024 – Aug 2026

- Own communications and narrative strategy for the Soneium blockchain (Sony JV); grew Tier-1 media coverage 65% and positive media mentions 50% year over year.
- Run bi-weekly media-training sessions with the CEO and founder, coaching messaging, key talking points and public delivery.
- Authored the master brand narrative (key messages, vision, mission, FAQs) and drove the Mainnet launch campaign, securing interviews with top-tier outlets including CoinDesk and Bloomberg.
- Lead Soneium communications end to end — news, announcements and partnership coverage, plus a weekly highlights wrap-up; coordinate weekly with the Sony and Soneium teams.
- Advised and ran marketing and communications for roughly half of 15 gaming startups in Startale's incubation program, consulting solo founders and early teams on positioning, partnerships and user-acquisition campaigns.
- Lead user-acquisition campaigns across product launches, including beta-tester recruitment for the Startale wallet app.
- Rebuilt the email program from scratch; cleaned the subscriber base from 16,000 to 6,500 active contacts by removing year-long non-openers to protect deliverability and engagement (prior campaigns averaged ~30% opens and 4–5% click-through).
- Built the AI operating layer the marketing team worked from: brand voice and verified-fact files, five custom skills and subagents, and a written evaluation rubric applied before anything shipped.
- Cut the end-to-end announcement cycle from roughly four hours to ninety minutes, measured on a stablecoin launch, and authored the company-wide framework for AI adoption.
- Cut PR agency spend 60% while keeping the capabilities needed; directed the remaining agency as an execution arm and led the transition of PR in-house, taking direct ownership of strategy previously outsourced. No direct reports: ran the function through an agency and freelancers.

t3rn (Polkadot parachain) — Communications Manager

Remote · Sep 2022 – Aug 2024

- Defined the full brand messaging system — key messages, vision, mission, tagline and FAQs — strengthening market positioning.
- Led content and PR, growing newsletter subscribers 89% in one year and doubling Twitter following to 50,000 in a non-bull market.
- Ran the media strategy for a \$6.5M seed round, securing coverage across 40+ outlets including The Block.
- Bridged engineering and marketing to translate technical milestones into clear narrative; ran bi-monthly knowledge sessions to raise content quality.

Celsius Network — Marketing Communications Manager

Remote · May 2021 – Aug 2022

- Built brand messaging and content strategy; managed direct press relationships and media engagement.
- Turned deep community insight (joined as a community member) into communications strategy, delivering the comms plan, launch brief, influencer kit and internal narrative.
- Earlier as Media Content Research Analyst: media monitoring, leadership bios and benchmarking research for the communications team.

Fundació TIC Salut Social — Government of Catalonia — Communications Manager & Internal Communications Lead

Barcelona · Apr 2015 – May 2021

- Led external and internal communications for a public digital-health foundation in the Catalan health system, aligning media presence with strategic goals.
- Managed media relations, social media strategy, annual campaigns and press-office activity with an external agency.
- Owned internal communications strategy and channels in collaboration with management and HR.

Independent Projects

Art Visit Guide (artvisitguide.com) — Founder & Editor. Built an AI-native content and SEO operation from scratch; it launched as an AI-search product (79% of traffic from ChatGPT in April 2026) and by July had rebuilt the base on Google organic, which grew from 41 to 1,540 sessions while the AI channel held flat. Hands-on command of AI-led distribution and citability, and of what to do when that channel plateaus.

AI comms operations — designed and run. The system behind Art Visit Guide: 47 scheduled agents (37 recurring) covering research, drafting, QA, SEO and reporting, with a human gate on everything published. The governance is the transferable part: 567 logged decisions each carry a reopen condition, every component has an exit condition, and two agents audit the other 45.

Cardie (cardie.cat) — Founder. Built a web app for pitch-and-putt golf scoring — product, content and growth end to end.

Earlier Career

PR & Key Account Manager — Across Health, Barcelona · 2014–2015. Multichannel strategy for healthcare product launches; client KPIs and digital-performance dashboards.

Account Director — Euromedice, Barcelona · 2011–2014. Business development and project management for pharma clients (Amgen, Bayer, Esteve, Novartis, Pfizer); led market expansion into Portugal.

PR & Political Consultant — STIPOLITICS, Barcelona / Mexico · 2010. Political campaign messaging, speechwriting, media training and polling research.

PR & Journalist — Obra Social CatalunyaCaixa, Barcelona · 2007–2008. Internal communications, employee newsletter, events and sponsorship.

Journalist (internships) — Link TV San Francisco; FC Barcelona Press Department · 2006–2008. Editorial and video content, press conferences and official publications.

Education

- MA, Political and Business Communication — The George Washington University (USA) & Universidad de Navarra (Spain), 2010
- Postgraduate, Digital Marketing — La Salle Barcelona, 2012–2013
- BA, Journalism — Universitat Ramon Llull, Barcelona, 2003–2007

Languages

Catalan (native) · Spanish (native) · English (C1)