

## PROFESSIONAL EXPERIENCE

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**Developer Advocate/Community Manager**                      **Hiro (fka Blockstack)**                      **Apr 2020 – Present**

- Developer ally committed to empowering engineering talent to build applications on Stacks.
- Marketing Manager responsible for custodianship of company Blog, social profiles, and email newsletter.
- Community leader that mentors projects, attends in-person events, socializes updates, and informs strategy.
- Led initiative to establish a new Developer Growth team. Planned resources, scope, and hiring plan.

**Marketing Manager**    **ConsenSys**    **Jul 2017 – Feb 2020**

- Digital Strategist responsible for leveraging social media engagement to promote ConsenSys products.
- Research Analyst producing a news digest for executives overviewing notable industry developments.
- Strategic advisor to CEO tasked with monitoring internal product development & appraising external projects.

## EDUCATION

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**University of Pittsburgh**    **Masters in Information Science (MSIS)**    **Aug 2015 – Dec 2016**

- Coursework: Search Engines, Web Standards, XML, Decision Analysis, Social Data Analytics, Human Factors, Algorithms, Software Testing, Geospatial Info Systems, Intellectual Property, Interactive Design.

## PROJECTS

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### Hiro Blog Configuration

- Facilitated the creation, content generation, management, and promotion of Hiro content and the blog property. Worked with writers and engineers to brainstorm possible pieces, shepherding them from idea to finalized article.
- Established data tracking capabilities, analyzing engagement rates on various content types & categories to steer company strategy as well as content focus areas.

### Hiro Weekly Development Update

- Produced a weekly news digest summarizing notable technical updates, announcements, exciting developments, and product releases from around the Stacks and Bitcoin ecosystems to keep the devs informed.

### Social Media Growth Strategy

- Managed @ethereumJoseph Twitter account. Generated significant audience engagement by posting Ethereum development updates, sharing captivating photos & videos, live-tweeting events, recommending articles, etc. Increased follower count from 18k in September 2017 to 112k in February 2020.

### Events for Hiro

- **Bitcoin 2021/22** - Represented Hiro/Stacks at Bitcoin 2021/22 Miami. Networked with attendees at booth, produced content and social posts, promoted BTC.US and onboarded users, highlighted Stacks speakers.
- **NFT.NYC 2021/22** - Promoted Stacks NFT community and launched a special commemorative event collectible.
- **Messari Mainnet 2021/22** - Advertised Hiro panel and generated evergreen content from event happenings.
- **Consensus 2022** - Facilitated Stacks developer workshop and gave presentation on tooling for engineers.
- **Virtual Events** - During the pandemic, presented talks at over 25+ virtual conferences, workshops, and meetups, promoting Stacks technology and educating beginner developers on the value proposition of Clarity.

### Hackathon Judging

- **EthDenver 2019** – Evaluated projects based on UX, Engineering, Innovation, Impact, and sustainability.
- **CheezeWizards x CoinList** – Graded tool & feature extensions built on top of existing gaming dApp.
- Multiple Hiro hackathons (smart contract challenge, DeFi, HackerOne bounties)

## SKILLS

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**Familiar Blockchain Concepts:** DAOs, Self-Sovereign Identity, NFTs, EIP Process, Consensus Mechanisms, DeFi, DEXs, Mining, Multi-Sig Wallets, Zero-Knowledge Proofs, Elliptic Curve Cryptography,

**Web Platforms:** Apache, phpMyAdmin, Wordpress, Squarespace, Google Analytics, Google Data Studio, Substack, Mailchimp, Typeform, REST APIs, Fathom,

**Business Software:** Slack, Webflow, SendinBlue, Trello, Quip, Justworks, TriNet, Sli.do, Zoom, Git Version Control, Salesforce, Microsoft Office, Adobe Creative Suite, Asana, Jira, Asana, ZenDesk, Discord, sFTP & BitTorrent Clients.

**Other Interests:** Virtual Reality, Raspberry Pi, Reddit moderation, video production, photography, lossless analog audio, data visualization, rock climbing, Violin, 3D printing, College Ultimate Frisbee National Champion 2012 & 2013.