

PROFESSIONAL EXPERIENCE

- Digital Strategist/Research Analyst **ConsenSys** Jul 2017 – Feb 2020
- Marketing Manager responsible for leveraging social media engagement to promote ConsenSys products.
 - Research Analyst producing a news digest for executives overlooking notable industry developments.
 - Strategic advisor to CEO tasked with monitoring internal product development & appraising external projects.

EDUCATION

- 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.

- University of Pittsburgh **Bachelors in Information Science (BSIS)** Aug 2011 – May 2015
- Coursework: Java, Information Systems, HTML/CSS/Javascript, Database Management, PHP, Visual Basic, SQL, iOS Programming, Calculus, User Centered Design, Telecommunication & Networks, Python, HCI, Statistics.

PROJECTS

Blockchain News Digest

- Produced a news digest summarizing notable updates, announcements, controversies, regulatory developments, and product releases from around the blockchain ecosystem to keep the CEO briefed on industry happenings.

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, promoting decentralized blockchain applications, and establishing a unique brand for the account.
- Increased follower count from 18k in September 2017 to 112k in February 2020.

Public Speaking

- Thrival Festival 2017 - Pittsburgh, PA | "Blockchain's Disruptive Capabilities" Panel and Official Photographer.
- YALE Women in Blockchain Club – New Haven, CT | Introductory Blockchain Seminar.
- University of Florida Gator Blockchain Club – Blockchain 101 Q&A Webinar.
- NY Angels – New York, NY | Blockchain 101 Q&A for Angel Investors.
- NY Blockchain Hack – New York, NY | Demo of uPort integration in a decentralized application on Ethereum.
- Blockchain 360 2017 – New York, NY | Gave ConsenSys company overview to institutional banking audience.

Company Health Dashboard

- Aggregated company-wide adoption metrics, financial data, and headcount stats, alongside KPIs & OKRs, to build a business health dashboard for the purpose of restructuring the organization for venture investment.

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.

SKILLS

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

Programming Languages: Solidity, Java, Python, HTML/CSS, Javascript, SQL, PHP, XML, Objective-C, R, Selenium, jQuery.

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

Text Editors: Atom, Eclipse, IntelliJ IDEA, Notepad++, Apple XCode, UNIX Vi, Vim, Visual Studio, MySQL Workbench.

Software: Slack, Hubspot, Workday, 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, College Ultimate Frisbee National Champion 2012 & 2013.