

## PROFESSIONAL EXPERIENCE

**Dev Advocate → Community Manager** **Hiro (fka Blockstack)** **Apr 2020 – Apr 2023**

- 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 mentored projects, hosted in-person events, socialized updates, and informed strategy.
- Established a new Developer Growth team and campus advocacy program. Planned resources, scope, and hiring.

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

- Served as a 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 the 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.

## PROJECTS

### 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 MOPS 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 newsletter digest summarizing notable technical updates, announcements, newsworthy developments, and product releases from around the Stacks and Bitcoin ecosystems to keep devs informed.

### ConsenSys Social Media Growth Strategy

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

### Events for Hiro

- **Booth** - Represented Hiro/Stacks at sponsored conference booths to network with attendees, publish social posts, gather leads, highlight Stacks speaker sessions, and generate follow-up evergreen content.
- **Technical Workshops** - Facilitated Stacks developer workshops and gave presentations on tooling for engineers, educating beginner developers on the value proposition of Clarity smart contracts.
- **Social Campaigns**:
  - Bitcoin Miami - Launched the BTC.US decentralized domain name system and onboarded wallet users.
  - NFT.NYC - Launched a commemorative NFT collectible for redemption on-site and on Twitter.
  - Bitcoin Unleashed - Developer Stage MC, introducing speakers and facilitating audience interaction.
  - "Hiro Happy Hours" - Moderated weekly Twitter Spaces interviews with guest speakers from web3.

### Community Hackathons

- Planned operations of multiple hackathons, authoring submission guidelines and judging criteria.
- Designed theming and branding for promotion and compiled resource kits with example ideas.
- Judged resulting submissions from a technical perspective, providing teams feedback and coaching.

## SKILLS

**Familiar Blockchain Concepts:** DAOs, NFTs, community governance, consensus mechanisms, DeFi protocols, DEXs, mining economics, zero-knowledge proofs, game theory, self-sovereign identity, token standards, creator royalties.

**Business Software:** Slack, Webflow, Iterable, SendinBlue, Trello, Notion, Justworks, Dropbox, Sli.do, Zoom, DevPost, Salesforce, Microsoft Office, Adobe Creative Suite, Asana, Jira, Asana, ZenDesk, Discord, Paperform, Crowdcast, Gitcoin.

**Personal Interests:** Virtual Reality, Reddit moderation, video production, photography, rock climbing, classical violin, PC building, angel investing, songwriting, snowboarding, camping, College Ultimate Frisbee National Champion 12' & 13'.