



Work Experience

Web3 Profile



Founder - Beehive Consulting

April 2023 - present

- Helping Web3 start-ups with their GTM strategy, Branding strategy, PR strategy, community, etc.



Project Manager, Growth - MakerDAO

October 2021 - December 2022

- Brought **leads** for partnerships & BD
- Used **Data Analysis** on Maker brand awareness
- Built a **PR & Communication Strategy** which got Maker in big media: Forbes, Time, Bloomberg, etc.
- Created & coordinated **marketing** campaigns with partners such as Wirex, Coinbase, Nexo, Argent, etc.
- Active contribution to Maker website **rebranding**
- **Represented** Maker in media & conferences
- Co-ord **events** - Daivinity, Hack Money, offsite, etc.
- **Managed** collaboration with BanklessDAO



Business Analyst - Norfico & The Tokenizer

October 2020 - October 2021

- Partnerships - STOs, NFTs & DeFi focus
- Social Media Marketing
- Website **content management** + weekly newsletter
- Market analysis
- FinTech **consulting** & writing reports



Marketing Assistant Intern - Make Sense Film

February - May 2019

- Assisted the creative director, film editors & journalists
- Learned visual storytelling & **strategy** planning
- Managed social media marketing
- **B2B Sales** & support

Highlights

- Taught Web3 marketing in the EkoLance Training program
- Participated in ETHGlobal 2021, designed Osmotic Funding & won 3 prizes
- Experience working in a DAO
- Experience in SaaS B2B sales, BD & Marketing
- Presented on stage & offered commentary in media on DAO Governance at events, podcasts, etc.

Communities

- SheFi
- Meta Gamma Delta
- OxxCrypto
- AstroGirls NFT

Sneak peak into my work at Maker

- Maker Brand Forum update

Hard Skills

Code & Data Analytics

- Python - Machine Learning
- Tableau - Data Analysis

Creative & visual

- Adobe Photoshop
- Lightroom
- Premiere Pro
- InDesign
- Procreate

Basic

- Microsoft package - EXCEL, PowerPoint, Word, etc.
- Miro, Slack, Notion, Discord, etc.

