

# JOHN SMITH

## Consultant, Digital Asset Investor, and Entrepreneur

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Entrepreneurial, driven, and innovative Consultant, Digital Asset Investor, and Entrepreneur with in-depth experience in all aspects of business management, growing an investment portfolio of digital assets, and providing consulting services to PE, venture capital, startup, and crypto firms. Equipped with a track record of success in building businesses from scratch, establishing strategic partnerships, maximizing investment opportunities, and supporting diverse organizations to achieve sustainable business growth. Possess strong interpersonal skills to establish positive business relationships with executive leaders, stakeholders, and KOLs in multiple jurisdictions. Have a keen interest in and continuously developing own knowledge of different areas of the blockchain space, including DeFi, gaming, metaverse, NFTs, and DAOs. Looking for a challenging Crypto Associate role within the crypto industry.

### KEY SKILLS

Management Consulting | Product Management | Continuous Improvement  
Business Development | Marketing Strategy | Innovation Strategy  
Market Research | Coaching and Mentoring | Competitive Analysis

### PROFESSIONAL EXPERIENCE

#### ABC Agency • Remote Management Consultant

Nov 2021 – Jul 2022

ABC Agency is a blockchain-focused marketing agency catering to various clients in the Web3 space, such as Revolut, Mastercard, Atari, Hubble Protocol, et al.

Responsible for providing subject matter expertise on the agency's transition from Web2 to Web3, internal scaling, and strengthening of the service offerings to achieve growth objectives. Reported to the CEO and supervised a cross-functional team of up to 12 members.

- Supported the transition from Web2 to Web3; facilitated networking and built relationships with key industry leaders to drive capital flows and strategic partnership opportunities; conducted competitive analysis and developed a marketing and business development strategy; enabled the agency to generate high-value leads and establish a strong Web3 brand and reputation
- Built and scaled the agency's product and service offerings; reviewed existing offerings to identify opportunities for product refinement and repositioning; established a unique value proposition and developed a suite of services that align with Social Kick's target client needs and expectations
- Oversaw internal and external cross-functional teams consisting of up to 12 members; set clear goals and monitored progress; developed the team through effective coaching and mentoring, enabling them to deliver high-quality results
- Consulted directly with 10+ clients on Social Kick's behalf; identified clients' needs and provided strategic recommendations on operations, business development, investment, marketing, strategic partnerships, and recruitment; generated quality client referrals worth over \$250K in revenue

#### XYZ Company • Remote Consulting (Social Kick Contract)

Dec 2021 – May 2022

XYZ Company is a financial platform building sustainable Decentralized Finance (DeFi) services on Solana.

Responsible for providing blockchain industry expertise to support the company's fundraising efforts, marketing, operations, hiring, business development, IDO, listings, and strategic partnerships. Reported to the Hubble Protocol's CEO.

- Assisted in the latter stages of the \$13.6M investment from industry-leading venture capital firms; made personal investment during an early private round and recommended Social Kick to also invest in the company; managed strategic round, including securing influencers and partners; ensured a strong and continuous pipeline of potential opportunities
- Assisted negotiations for listing on exchanges including Kucoin, Crypto.com, and Gate.io; established mutually beneficial agreements; created and executed strategies to meet the agreed KPIs; assisted in managing relationships and executing marketing and business development deliverables post-signing
- Managed the creation and execution of full pre and post-IDO marketing, events, communications, and business development strategies; achieved \$0-\$40M TVL in 14 days, 2.2M weekly social impressions, 2.11M profile visits, and 110K quality community members within 28 days
- Facilitated the recruitment, onboarding, structure, and operations of the in-house marketing team; grew the team from 2 to 7; developed members through effective coaching, mentoring, and facilitating workshops; advised senior management on team building and management best practices, enabling them to establish high-performing teams across the organization

## RST • Norway & UAE

### Founder

Jan 2018 – Dec 2021

RST mission was to help stakeholders develop or transition to more responsible and profitable business, event, and tourism concepts. Responsible for all aspects of business management, development, and operations to achieve growth objectives. Supervised multidisciplinary teams of 32+ members.

- Led the planning and execution of business development initiatives; devised and executed an effective marketing strategy; leveraged network and built contacts with potential clients to create new business opportunities; presented unique value proposition and secured client deals; achieved consistent revenue growth until COVID
- Headed the design, conceptualization, and initiation of product and service offerings; facilitated comprehensive market research to identify trends and product development opportunities; successfully developed distinctive service offerings, establishing the company's competitive market positioning
- Oversaw an organization of 2 in-house staff and teams of 30+ people in management-for-hire roles and specific contracts; developed and implemented people development strategy, enhancing the team's capabilities and overall performance

## ADDITIONAL EXPERIENCE

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Various Integrated Security, Intelligence & Risk Management Companies • US, UK, Middle East  
Contractor, Security, Intelligence & Risk Management

Nov 2014 – Feb 2020

Rest Republic Hotels • US, UK, Middle East  
Consulting Director

Feb 2015 – Jan 2016

Freelance • US, UK, Middle East  
Professional Adventurer/KOL

Aug 2014 – Apr 2017

Neesh Digital Marketing Agency • US, UK, Middle East  
Consulting Director

Jul 2013 – Jul 2014

## BOARD MEMBERSHIP

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Action Against Poaching (AAP) • UK  
Director and Trustee

Mar 2016 – Present

AAP is a UK-based non-profit firm focused on eliminating poaching in Africa and provides opportunities for ex-military personnel. Responsible for managing fundraising efforts and providing oversight to ensure legal compliance, ethics, and proper use of funds.

## PROFESSIONAL CERTIFICATIONS

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Duke University • Decentralized Finance (DeFi) Primitives	2022
Duke University • Decentralized Finance (DeFi) Infrastructure	2022
Wharton Online • Lending, Crowdfunding, and Modern Investing	2021
Wharton Online • Cryptocurrency and Blockchain: An Introduction to Digital Currencies	2021
Wharton Online • FinTech: Foundations, Payments, and Regulations	2021

## EDUCATION

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The Open University, UK • BA Open Degree	2022
Massachusetts Institute of Technology • Cryptocurrency, Blockchain	2020
Saïd Business School, University of Oxford • International Finance, Oxford Private Markets Investments Programme	2020
Yale University • Introduction to Psychology	2017
London Business School • Brand Management	2017
The Oratory School • Cryptocurrency, Blockchain	2009

## INTERESTS

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- Investments
- Web3 and blockchain
- Automotive, neurobiology, health & fitness, philosophy, psychology
- Startups, purpose-driven entrepreneurship, and venture