

Jay Derenthal CV

Cryptocurrency & Blockchain Professional

- Project Management
- Growth Marketing
- Investment Research
- AI Strategy
- Journalism
- Education

Experience: Cryptocurrencies, DAOs, DeFi, GameFi, Metaverse, NFTs, Web3

Link to this document: abzon.com/Jay-Derenthal-CV.pdf

Document Sections:

- Go-to-market Experience
- Sales Support Experience
- SEO & Online Advertising Experience
- Publishing Experience
- Journalism & Copywriting Experience
 - Long-form article examples
 - Custom graphics examples
- Project Solutions Skills
- Investing Solutions Skills
- Generative AI Skills
- Education

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Go-to-Market Experience

Roles & Tenure:

- **Media Liaison:** Shiba Inu Token Project
- **Content Developer:** Digital Assets Council of Financial Professionals
- **Token Sale and Exchange Listing Specialist:** ICO Launch Malta
- **Project Manager:** Blockchain Career Training Network
- **Duration:** January 2017 – February 2021 (4 years, one month)

Responsibilities & Skills:

- Managing budgets, analyzing and reporting campaign performance, and optimizing campaigns to maximize ROI.
- Crafting and implementing marketing strategies that enhance visibility and adoption, encompassing PR, influencer collaborations, and affiliate programs.
- Managing marketing automation, ad campaign optimization, and SEO using:
Ahrefs | Amplitude | Asana | Buffer | Google Analytics | Google Ads | Google Tag Manager
Facebook Ads Manager | JMP | Ghost | HubSpot | Minitab | Mirror | Segment | SEMRush
Tableau | Twitter Ads | Zoho Analytics
- Developing and managing email newsletter campaigns using Mailchimp and Constant Contact.
- Creating marketing and advertising content with Adobe Creative Cloud (Acrobat, Illustrator, Photoshop), Canva, Contently, Figma, and PowerPoint.

Journalism & Copywriting Experience

I am an accomplished crypto journalist with a portfolio of articles published in renowned publications, including Bitcoin Magazine, CoinDesk, and Securities.io.

Muck Rack: muckrack.com/jay-derenthal

Substack: multiply.substack.com/archive

Hackernoon: hackernoon.com/jayderenthal

Long-form Articles and Custom Graphics

Below are links to a sampling of my long-form articles. These articles highlight my storytelling and graphic design abilities. Each pdf has a link to the published article toward the bottom of page #1. I professionally formatted the pdfs myself.

[How to Launch a Successful Token Sale and Get Listed on Binance](#) (pdf)

Images I created in Photoshop for this article:

[Benefits of Multiple Listings](#) (png)

[Prepare for Binance](#) (png)

[Benefits of Multiple Listings](#) (psd)

[Prepare for Binance](#) (psd)

[Marketing & Hype](#) (png)

[Community Creation](#) (png)

[Marketing & Hype](#) (psd)

[Community Creation](#) (psd)

[Expand Your Holder Base](#) (png)

[Building Trading Volume](#) (png)

[Expand Your Holder Base](#) (psd)

[Building Trading Volume](#) (psd)

[SHIB: My Journey Through the Deepest Recesses and High Command of a \\$10 Billion Decentralized Army](#) (pdf)

[Blockchain Engineering Unveiled: A Guide to Landing Your Dream Job](#) (pdf)

[Evaluating a Validator: Establishing Jurisdictional Risk Metrics for DPoS Networks](#) (pdf)

[Reverse ICOs: Transforming Corporate Fundraising with Distributed Ledger Technology](#) (pdf)

[The Essential Components of a Full Stack Security Token Offering Platform](#) (pdf)

[The Rise of STOs and Their Impact on Venture Capital](#) (pdf)

[Tokenized Securities: Growing Opportunity at the Intersection of Blockchain Technology and Business Strategy](#) (pdf)

Unlocking Liquidity and Value: The Power of Asset-Backed Tokens (pdf)

Project Solutions Skills

- VC & broker outreach, OTC, deal flow, foundation grants
- Positioning, branding, community engagement
 - Multi-channel marketing—Discord, Telegram, Twitter, YouTube, Reddit
 - Influencer outreach, PR, fan loyalty
 - Airdrops, affiliate & bug bounty programs
- Token Offerings
 - Seed, Presale, Public Sale
 - Issuance, custody, compliance, governance
 - Exchange listings, market making, liquidity
 - Multi-sig & MPC wallet configuration and security
- STOs, Asset-backed tokens, Reverse ICOs, Tokenized Debt
 - Reg D exempt offerings (Rule 506b, 506c early-stage funding, 504)
Reg CF · Reg S · Reg A+ (Tier 1 and 2) aka 'tokenized mini-IPO'
Intrastate (Rule 147/147A)
 - Tokenization of private REITs & private equity
- Regulatory & Legal
 - Allow-listing and KYC/AML, counterparty risk abatement, fraud prevention
 - Licensed Fiduciary Custodian referral
 - Attorney referrals for domestic and cross-border compliance, IP protection and transfer

Investing Solutions Skills

- Trading:
 - Bitcoin, Ethereum, Altcoins, NFTs, GameFi, Metaverse, DAOs, Web3
 - Long bias and active
 - AI base scanners and grid bots
 - DeFi—staking, yield farming, auto-compounders, indexes

- 'Hot & Trending' alerts
- Derivatives
- Market and On-chain Analytics
- Venture and hedge fund investing, token seed rounds and presales
- Traditional market investments

ETFs—Bitcoin, Ethereum, Metaverse

- ETPs—Single- and multi-cryptocurrency
- Publicly traded stocks—exchanges, OTC trusts, mining
- Referrals—Accounting, Taxes, IRAs (BTC/ETH)

Generative AI Skills

Leveraging the power of AI to help organizations optimize their operations, enhance decision-making processes, and unlock new opportunities.

- Bard: chatbot (Google)
- BlueWillow: marketing assets
- Claude: chatbot (Anthropic)
- Cohere: marketing & sales
- DALL-E 2: graphics
- Fireflies: meetings
- Jasper: long-form articles
- Midjourney: images
- Rytr: SEO content
- SecondBrain: sales support
- Speechify: voice cloning
- Synthesia: videos
- Bardeen: marketing/sales workflow
- ChatGPT-4: chatbot (Open AI/Microsoft)
- Clickup: workflow productivity
- Copy.ai: translation
- DeepBrain: video tutorials
- Grammarly: proofreading
- Kustomer: customer support automation
- Notion: written content
- Scribe: training manuals
- Soundraw: royalty-free music
- Stable Diffusion: artwork
- VEED: video transcription

SEO and Online Advertising Experience

Founder & CEO | Accelerated Communications

Location: Atlanta, Georgia, USA

Tenure: March 2007 – December 2013 (6 years, ten months)

Transformed businesses with ecommerce websites, SEO, PPC, and landing pages.

Ecommerce: Designed websites tailored to each client's unique business requirements and target audience.

- Integrated functionalities like shopping cart systems, payment gateways, and product search filters.
- Added mobile-responsive designs to cater to a growing mobile user base.
- Collaborated closely with clients to train them on inventory management, order fulfillment, and customer relationship tools within the ecommerce platform.

SEO: Analyzed target audiences and competitors to craft tailor-made SEO campaigns.

- Implemented SEO-friendly webpage structures to give products the best chance to rank high on search engines.
- Expertise encompassed keyword research, content optimization, and strategic link building.

PPC Campaigns: Data-driven approach harnessed the potential of Pay-Per-Click advertising, reaching audiences precisely when their engagement was ripe.

- Judiciously allocated ad spend to maximize ROI.
- Created captivating ad copies and optimal keyword list campaigns.

Landing Pages: Created and optimized landing pages to lead visitors toward making a purchase, sales inquiry, or e-newsletter sign-up.

- Maximized conversion rates with A/B testing of visuals, copy, and calls-to-action.

Sales Support Experience

Director of Offshore Operations | Energy Media Group

Focus: Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO)

Location: Pagadian, Philippines / Fargo, North Dakota, USA

Tenure: January 2014 – December 2016 (3 years)

Energy Media Group is an advertising and publishing firm serving the oil and gas industry. I trained and managed a team of sixteen professionals in lead gen, Salesforce integration, and market research. We furnished the U.S. sales team with leads and sales intelligence, contributing to a twofold increase in ad sales over 20 months.

Lead Generation: Directed a team of data mining/hygiene professionals in finding contact details for industry decision-makers, enabling our sales team to prospect high-quality leads cheaply.

Sales Intelligence: Devised a strategy to pinpoint high-value leads by juxtaposing published display ad dimensions and placement costs with the actual ads run by oil and gas companies. Cataloged firms with substantial ad budgets, mapping their ad spend over time.

BPO and KPO Operations: Negotiated with offshore vendors to deliver fair market value to the parent company. Established and managed strategic international relationships and alliances.

Publishing Experience

Founder & CEO | Premier Publications

Location: Atlanta, Georgia, USA

Tenure: March 2002 – February 2007 (5 years)

Aligned businesses with their sales and marketing aspirations through messaging.

- Focused on client goals and values to weave compelling narratives into sales pitches and email marketing.
- Analyzed evolving consumer preferences to enhance messaging and expand reach.
- Optimized each step toward sales and marketing goals by analyzing performance metrics and refining the messaging approach.

Education

Bachelor of Science (BS) in Biology, Virginia Tech, Blacksburg, Virginia, USA, 2002