

Jay Derenthal

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Summary

Crypto Marketing Expert: DAOs, DeFi, Metaverse, NFTs, Web3.

- Growth Marketer
- Investor and Trader
- Project Manager
- AI Strategist
- Journalist
- Educator

Fundraising and Token Offerings: Raised \$200+ million for various crypto projects, from pre-seed to public sales, demonstrating a strong capability in generating capital and understanding market dynamics. Ability to steer a project from concept to public sale and from OTC trading to exchange listings. Comprehensive understanding of compliance, issuance, governance, custody, and liquidity.

Community Engagement, User Onboarding, and Influencer Collaborations: Proficient in brand-building across Discord, Telegram, Twitter, YouTube, and Reddit.

STOs and RWAs/Asset-Backed Tokens: Skilled in directing asset tokenization projects from fundraising and cap table automation to creating loan collateral for stablecoin and cash liquidity.

Partnerships: Skilled in connecting with VCs, brokers, and grant-issuing foundations.

Experience

Cryptocurrency Trader, Crypto Investment Fund, 2022–Present: Configure grid bots, execute trades, manage portfolios, and provide actionable insights on market trends and investments.

Deal Flow Specialist, Crypto VC Fund, 2022–Present: Identify and evaluate promising token presales and blockchain tech startups.

Media Liaison, Shiba Inu Project, 2021: Achieved an extraordinary \$1.2 billion increase in SHIB market cap through a media strategy focused on project transparency:

- Collaborated closely with Shiba Inu founder Ryoshi and the project's inner circle of Solidity developers and social media marketers.

- Authored highly influential [articles](#) and a CoinDesk TV [interview](#) that unveiled Shiba Inu's leadership, operational structure, and personal stories shared by its lead devs, Discord mods, and Twitter admins.
- Established widespread trust in the project, directly impacting SHIB's move up the charts and into the CoinMarketCap Top 10.

Journalist, Bitcoin Magazine, CoinDesk, Securities.io, Nasdaq, 2015–2021

Founder, Network of GameFi Players and NFT Traders, Philippines, 2020:

Built a thriving community of Axie Infinity, YGG, and Merit Circle enthusiasts.

Content Developer, Digital Assets Council of Financial Professionals, 2020:

Developed a curated directory of crypto products, tools, and services.

Token Launch and Exchange Listing Specialist, ICO Launch Malta, 2018–2019:

Prepared and conducted token sales and secured exchange listings for dozens of projects globally, collaborating with a multidisciplinary team of blockchain, tokenomic, marketing, legal, and tax professionals to achieve a 61% hard cap target success rate.

Media Liaison, ConsenSys, 2018: Collaborated with ConsenSys Labs on content marketing and media relations for BlockFi's inaugural launch campaign.

Project Manager, Blockchain Career Training Network, 2017–2018:

Recruited and led a team of blockchain, video production, and content delivery professionals to build the leading career development portal for the blockchain engineering and cryptocurrency industries.

Sales Support Lead, Energy Media Group, 2014-2016: Trained and managed a team of sixteen professionals in furnishing the sales team with leads and market intelligence, contributing to a twofold increase in ad sales over 20 months.

SEO and Online Advertising Expert, Accelerated Communications, 2007–2013:

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

Content Marketing Expert, Premier Publications, 2003–2007: Aligned businesses with their sales and marketing aspirations through compelling, persuasive messaging.

Education

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