

EMURGO's Social Media Voice: Meet Keisha, EMURGO's Global Digital Media Manager



EMURGO's mission is to drive the adoption of Cardano and add value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. To achieve this mission, EMURGO is determined to **build a strong team: a true hub of**

worldwide talents! Our team has doubled its size in 2018 and there is no doubt that EMURGO will grow to be an even bigger global team this year. We currently have staff from Japan, France, the US, India, Hong Kong, Korea, Russia, Ukraine, and more on the way.



Curious to know who exactly is part of the EMURGO team, and what they are doing behind the scenes? We are going to introduce our team members in this new **"Meet the EMURGO Team"** series, starting with...

KEISHA DEPAZ



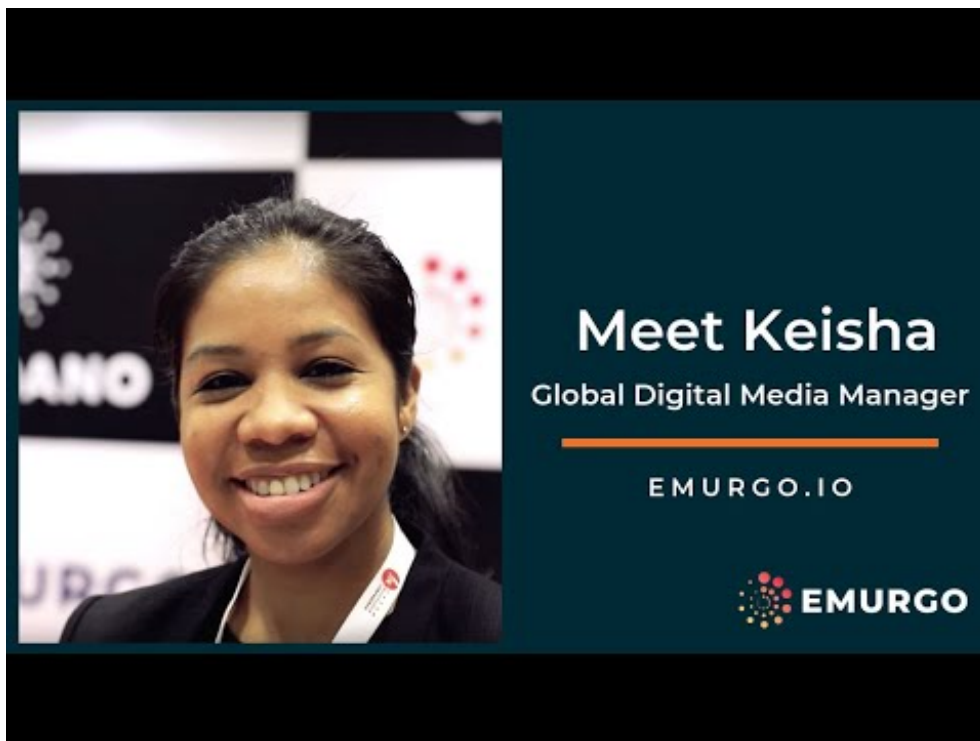
Global Digital Media Manager

Prior to joining EMURGO, Keisha founded Trinky Things, a supplier of patented gift boxes sold at large retailers & 1000+ stores worldwide.

In 2018, Keisha immersed herself in Blockchain technology. She then took her marketing experience to EMURGO where she focuses on digital growth and marketing. Keisha graduated from Stony Brook University with honors. She holds a J.D. from St. John's Law School.



Keisha also shares her thoughts in the video below, check it out now!



<https://youtu.be/J5UiPB9rl8>

Here is also a short interview with Keisha.

Could you tell me about your reasons for joining EMURGO?

Keisha: *After being introduced to blockchain in 2017 from an engineering friend, I did a deep dive into cryptocurrencies and got to understand what set Cardano apart from the others. Cardano is really the next third generation blockchain to improve upon the first and second generation blockchains and gives us something scalable, sustainable, and interoperable. For all of 2018, I actively participated in the Cardano community and was already following the EMURGO, IOHK and Cardano Foundation twitter accounts. When I saw Florian's (CMO) hiring post I thought it was a natural fit. I was so excited to apply.*

What experience did you have prior to joining?

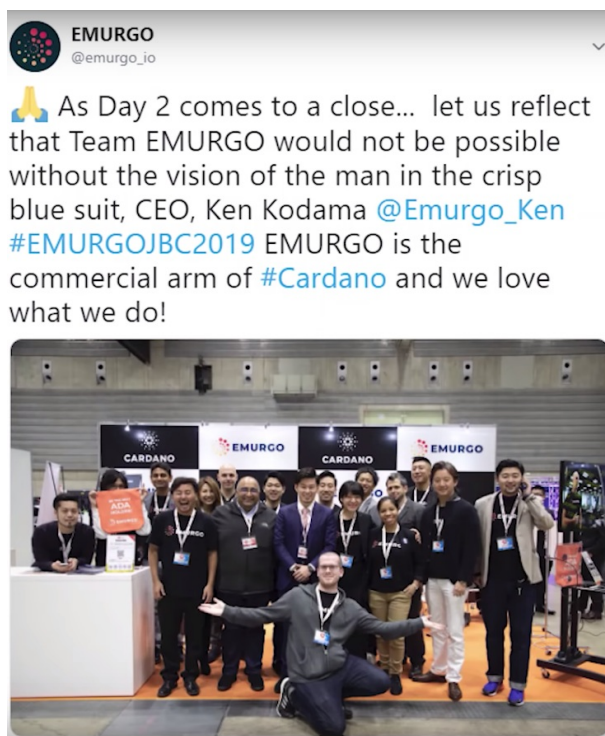
Keisha: *Prior to joining EMURGO I founded a product based company, Trinky Things. I did all of the marketing for my company and through some clever grassroots effort was able to score some big coverage along the way, like Forbes, Daily News, Bloomberg TV, and secured several Big Box retailer partnerships, like Barnes & Nobles, Wegmans, and Bed, Bath & Beyond. Before that I was actually a practicing attorney for 5 years.*

It has now been 3 months since you joined EMURGO. What's your role and can you tell me about your biggest achievement?

Keisha: *EMURGO is a startup and I get the awesome opportunity to help cultivate such a young marketing department, so I do wear many hats. However, the bulk of my work revolves around developing and executing digital marketing campaigns, managing other social media marketers, as well as working alongside the creative designers and content creators at the company. I then generate marketing reports to demonstrate that we are*

meeting our business goals.

Recently I was responsible for developing the Ledger digital campaign when we announced that Cardano (ADA) is now integrated with Ledger Nano S in Yoroi, EMURGO's ADA lightwallet. This campaign included coordinating with different players from team Ledger, YouTube Influencer CryptoLark, IOHK, Cardano Foundation, our PR managers, Marketing manager, and managing moving parts with our Growth Hacker intern and designer! The results were amazing with over 1.6 million Impressions, 4x weekly follower growth, double the number of weekly active users of Yoroi, and 87.6% month over month growth turnaround on social media. It was a great individual and team effort!



What are your thoughts on the potential for blockchain technology?

Keisha: What an amazing disruptive innovation!! Not just in terms of digital money but blockchain will change industries that I know, like how we write legal contracts all the way down to what decentralized social networks to join! Blockchain changes business models and entire industries. It's just getting started and Cardano will be a key player for years to come. In addition, one of Cardano's core philosophies is to "bank the unbanked" and really bring fairness to those dealing with inequality in developing nations. I believe Cardano can make a huge difference here.

What do you like most about working here at EMURGO?

Keisha: I am incredibly satisfied with the possibilities and potential for growth within EMURGO. Florian, EMURGO's Chief Marketing Officer, allows me to fly by placing me at the helm of many projects and continues to develop my skills through weekly calls, educational courses, and challenging yet appropriate OKRs. I also love my co-workers! Everyone is like family and I have a work bestie, our Marketing Manager, Venus! :)



What do you think about the working atmosphere or in the EMURGO office?

Keisha: *I find the EMURGO office to be truly dedicated to their mission of building a global Cardano. Everyone in the office is smart, ADaptive (pun intended) to any situation, and talented.*

How do you feel about *EMURGO's core values

Keisha: *It's great. EMURGO's core values of being bold, adaptive and staying mentally hungry aligns with my work style.*

Finally, anything you would like to say to those interested in joining EMURGO in the future?

Keisha: *We are always looking for young talented folks to join our fast growing team, especially digital marketing! Reach out to me at keisha@emurgo.io and let's build a global Cardano together!*

Yes: EMURGO team members are dedicated to building a global Cardano together with the community. We believe that the stronger the team we build, the stronger EMURGO and Cardano will be! We always welcome new talents to join our EMURGO family! If you are committed to driving the adoption of Cardano for businesses and organizations and adding value to ADA holders, please reach out to us on social media or [email us](#) now.

About EMURGO

EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, registered in Tokyo, Japan since June 2017 and in Singapore since May 2018. EMURGO is uniquely affiliated and works closely with IOHK to grow Cardano's ecosystem globally and promote the adoption of the Cardano blockchain. To learn more about the project, visit the [EMURGO website](#).

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