Kimberly Wu

workwith.kim.wu@gmail.com
780-885-9092
linkedin | **kimberlywu.com**

SUMMARY

Social Lead & DevRel Ambassador at Aleo driving community growth through ZKP education, live workshops (90+ RSVPs average), and creative content across social platforms. Full stack software engineer developing scalable web2 applications for customers like Apple and Starbucks.

EXPERIENCE

Developer Relations Ambassador, Aleo | Jan 2025 - Present

- **Led North American workshops** on privacy-focused blockchain development, increasing Aleo's developer adoption.
- Forged strategic partnerships with industry leaders including Edmonton Unlimited and **Google Cloud Groups** to co-host large-scale developer events, including hackathons attracting **150+ participants**.
- Produced marketing assets (posters, videos) boosting brand visibility

Content Creation & Strategy, Aleo | Jan 2025 - Present

- Created high-engagement content (interviews, recaps, shorts, posts) across Twitter, YouTube, TikTok and Instagram, generating **30K+ views in 2 weeks**.
- Increased engagement through strategic thumbnail design (Canva/Photoshop) and systematic A/B testing of visuals, CTAs, and posting schedules
- Launched *"Interview with Aleo Grantees"* (7 videos, 3-10 min; 15+ clips), enhancing grant program visibility and strengthening grantee relationships.
- Optimized media campaigns using Metricool and Assembly, reducing scheduling time by 50%

Founder of Leetnight | Seasonal:

- Organized and led technical events with **70+ confirmed attendees**
- Served as key liaison to **Dev Edmonton Society's** technical committee featuring over **12,000 members**
- Managed Code Weekend, a discord developer community featuring **500+ members**

Full Stack Engineer, Vertical City | *2018–2024*

- Scaled an enterprise campaign platform to become **Canada's largest digital screen network** used by Home Depot, Georgia Tech, and The Sphere in Las Vegas
- Modernized the campaign management system, enabling it to process 8,000+ campaigns for major brands such as Audi, Lasik MD, and Apple, driving **$1M+ in revenue**
- Developed a campaign proposal platform for Canada's leading news network, Rogers Sports & Media, securing an exclusive partnership and **$10K+** in initial revenue.

Frontend Engineer, Vertical City | *2015–2018*

- Independently designed and built the frontend for an advertising platform deployed across 6,000+ screens, resulting in a **2x** improvement in operational efficiency
- Built a mobile-first property management platform, increasing mobile engagement by **30%**
- Migrated 2 legacy systems to React, improving platform speed and user retention by **50%**

SKILLS

- **Design/Videography: Photoshop, Canva, Adobe Premiere, Capcut**
- **Social Media**: Assembly, Hootsuite, Instagram, Twitter/X, LinkedIn, TikTok, YouTube, Discord, Telegram
- **Languages & Frameworks**: Leo (Aleo), Solidity, JavaScript, TypeScript, Python, React, Next.js, Ruby on Rails

EDUCATION

BSc Bioinformatics, University of Alberta