

Kimberly Wu

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SUMMARY

Social Lead & DevRel Ambassador at Aleo, specializing in event management and social media strategy, driving community growth through education, workshops (avg. 100+ attendees), creative content and organic engagement across multiple platforms. See [Portfolio](#) under "**Event + Marketing Work**" for full work.

EXPERIENCE

DevRel Event Ambassador, Aleo | Jan 2025 - Present

- **Led technical North American blockchain workshops** for Aleo, driving 200+ RSVPs and building a mailing list of **900+ active users**
- **Managed end-to-end event logistics for 100+ attendee events** including venue, catering, promotions, photography and videography, social media coverage, and attendee experience, **reducing costs by 40%** while solidifying long-term partnerships
- **Produced marketing assets and launched event pages** across Luma, Instagram, Eventbrite, and Meetup, boosting visibility at places such as ETHDenver (25K+ attendees), Consensus (15K+), and Edmonton Unlimited (200+ attendees)
- **Forged partnerships** with Google Cloud Groups, Brave Browser, Blockchain Legal Institute, and local tech hubs; co-hosted 150+ participant hackathons and served as judge and mentor

Content Creation & Strategy, Aleo | Jan 2025 - Present

- **Directed and produced high-engagement video content** (interviews, recaps, shorts) across Twitter, YouTube, TikTok, and Instagram, generating **30K+ views in 3 weeks** [Social Links](#)
- **Designed and delivered full event graphics and digital media within 24 hours**, cutting design turnaround time by **50%**.
- **Optimized campaign tools** (Metricool, Assembly), **reducing scheduling time by 50%**.

Founder of Leetnight, Community Tech Socials | Seasonal

- Organized and led technical community events with **70+ attendees**, acted as primary liaison to Dev Edmonton Society's technical committee of **12,000+ members**

Full Stack Engineer, Vertical City | 2018–2024

- **Scaled an enterprise campaign platform** into Canada's largest digital screen network, partnering with Audie, Starbucks, The Sphere (Las Vegas), and Rogers Sports & Media; secured an exclusive partnership generating \$10K+ initial revenue and driving **\$1M+ in total revenue**

SKILLS

- **Design/Videography:** Photoshop, Canva, Adobe Premiere, Capcut
- **Marketing & Event Planning:** Event logistics (catering, venue, media) & budgeting, social scheduling, platform management (Luma, EventBrite, TikTok, Instagram, Twitter)
- **Tech:** Web3, Leo (Aleo), Solidity, JavaScript, TypeScript, Python, React, Next.js, Ruby on Rails

EDUCATION: BSc Bioinformatics, University of Alberta