

AIDAN C. NEWELL

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SKILLS

- Software Implementation: Attentive service, clear SOW's, expectation management, and customized solutions.
- Content Marketing – SEO best-practices, technical writing, product marketing content, newsletters, and sales assets.
- Communication – Utilizing interpersonal relationships & contextual communication to achieve desired outcomes.
- Project Management – Synthesis of project requirements, task prioritization, and execution in an Agile framework.
- Technical Documentation – Business cases, spec optimization, UAT sessions, and feature delivery for SaaS products.
- Web Development – JavaScript, TypeScript, Reactjs, Nextjs, MongoDB, Firebase, HTML, CSS, git, GitHub and Figma.

EXPERIENCE

River (Remote) • Content Marketer

(03/2023) – (09/2022)

- Drafted, edited and published 9 full-length Bitcoin articles covering technical topics, product marketing, and guided tutorials. Maintained the “Learn” GitHub repository and made material SEO-focused updates to 22+ existing articles.
- Responsible for publishing 6 newsletters sent to over 24k subscribers. Average open rate 25-30%; average CTR 2.5%. Authored dozens of social media posts on Twitter, LinkedIn, Nostr, Reddit, and drafted posts for colleagues’ accounts.
- Created customized graphics in Figma and added value to written articles, sales assets, social posts, and newsletters.
- Assisted in the migration from Gitlab to GitHub and created a simple onboarding process for non-technical employees.

VegaX Holdings, Seoul (Remote) • Project Manager

(03/2022) - (12/2022)

- Established a Master-Feeder SPC fund structure to market institutional-grade digital asset investment products. Managed the project for from genesis to completion -- six new legal entities and two fully operational funds created.
- Led & implemented Agile product development procedures, created documentation, and achieved buy-in from product, marketing, engineering and design teams. Process resulted in a 65% increase in IP output year-on-year.
- Oversaw a team of five research analysts. Edited 40+ published reports, personally drafted 25.

Enfusion, Chicago • Implementation & Fund Services Analyst

(07/2018 - (06/2020)

- Successfully onboarded 17 hedge funds onto Enfusion's platform; was responsible for customized implementation of proprietary portfolio management software.
- Managed client relationships throughout the contract lifecycle; drafted SOW's based on fund-specific workflows and needs. Interfaced with the Engineering team to troubleshoot any bugs in customized workflows and/or new features.
- Assisted in the development and implementation of FIX message-based trade allocation solution internally. Collaborated with 3rd party platform providers and Engineering team, ran UAT sessions, and iterated on solutions.

EDUCATION

University of Michigan, Ann Arbor, MI • B.A. Economics

2016