



Chris Kiesler  
Creative Director  
Blockchain & DeFi Specialist

## MGT SKILLS

### LEADERSHIP / MOTIVATION



### INTERPERSONAL



### ORGANIZATIONAL



### STRATEGIC THINKING



### DATA DRIVEN DECISION MAKING



## HARD SKILLS

### BRAND STRATEGY DEVELOPMENT

### MULTI-CHANNEL MARKETING

### CONTENT CREATION & COPYWRITING

### CAMPAIGN / DATA ANALYTICS

### COMMUNITY MANAGEMENT

### PROJECT WORKFLOW COORDINATION

### BLOCKCHAIN ECOSYSTEM KNOWLEDGE

### VISUAL STORYTELLING

## SOFT SKILLS

### STRATEGIC VISION

### CRYPTO NATIVE CULTURAL INSIGHT

### CREATIVE PROBLEM SOLVING

### USER-CENTRIC THINKING

### CRITICAL OBSERVATION

### ADAPTABILITY

### COLLABORATIVE TEAMWORK

### EMPATHY

## SUMMARY

- **Visionary Leader** with **9+ years of experience** as a **CEO** and **Lead Creative Director** of my own Creative Marketing Agency with **20+ years** of overall Marketing Experience.
- **Expert** in Cross-Channel **Marketing**, Team **Leadership**, and Creative **Problem Solving**.
- **Passionate** about Web3 — **Extremely ambitious** to **rejoin** a Web3 team, expand their reach within the **entire ecosystem**, and drive their brand to be the next **unstoppable force**.

## WORK EXPERIENCE

### CEO / CREATIVE DIRECTOR

Digital Parkway — Jan 2015 - Dec 2024 — Remote

**Founded** the Creative Marketing Agency empowering **businesses of all sizes** to navigate their branding journey with **confidence**, providing **expert guidance** and **innovative solutions** to drive their brands forward and achieve lasting success.

- **Led a team of 15+** marketers achieving **35% growth** in **user acquisition** within six months.
- Developed and executed **cross-channel campaigns** for multiple clients that **increased brand awareness** by **50%** within the first twelve months.
- Collaborated with product teams to **rollout** and **market new features**, driving an **increase of 20%** in **daily active users**.
- Created **data-driven content strategies** that **improved engagement** rates on social channels by an **overall of 15%** across the board.

### MARKETING COORDINATOR / COMMUNITY MANAGER

Natural Selection — March 2022 - July 2023 — Remote

**Spearheaded** marketing efforts as well as community engagement for a **pioneering NFT initiative** bridging the snowboarding industry with the crypto ecosystem.

- **Managed a 2000+ member** Discord community, overseeing **onboarding, engagement, security**, and **customer support** with a **98% satisfaction rate**.
- **Onboarded** new crypto users **daily**, simplifying DeFi and NFT concepts to drive adoption.
- Directed social media strategy **increasing followers** by **+25%** and creating content that boosted brand visibility.
- Co-led NFT **content strategies** to elevate awareness and **drive sales**, contributing to over **\$500,000 in sales** during my **eighteen month** stint.

## DeFi EXPERIENCE

- Active contributor to **Crypto Twitter** and the face of the rare **Astro Beast #1052** from the project: **A Kid Called Beast**, driving **awareness & adoption** to web3's overall mission.
- **Extensive hands on experience** and enthusiasm for **leverage trading**, applying **in-depth knowledge** of trading platforms and strategies to craft visuals and narratives that resonates with DeFi traders and enthusiasts.
- **Advocate** for DeFi adoption, **bridging gaps** between traditional users and active crypto enthusiasts by **sharing** educational content and **simplifying** complex topics.
- **Adept** with **DeFi ecosystems**, crypto wallets like Phantom and Trust, along with using **Telegram** for **trading** and **community engagement/support**.