

Matthew Lizak

I am an Operations Lead at [Palestra](#) with expertise in business operations and development, event planning, programming, community growth, and more. I have built useful products, grown loyal customer bases and led valuable initiatives. I value the human experience, and I work to improve it in everything I do - from hosting events that showcase new ideas and leading cultural projects like scanning ancient ruins, to building technology and relationships that connect brilliant people with high-impact opportunities. Outside of work, I constantly try to learn more about the way the world works, how markets operate, and how culture is at the intersection of both. I am currently studying Operations & Supply Chain Management at the [University of St. Thomas](#).

Operations Lead

[Palestra](#) | Current Position since 2023

- Spearhead event hosting and preparation for high-profile gatherings
- Develop and execute marketing strategies to promote events and increase attendance
- Manage speaker and attendee relations, ensuring smooth communication and coordination
- Edit and produce video content to enhance brand visibility and engagement
- Lead the development and growth of Palestra Society Membership program

Marketing Manager

[BlimpDAO](#) | 2024

- Led marketing efforts across multiple social media platforms, growing the brand to a wide audience
- Promoted various products including merchandise, a blimp-focused journal, and NFTs on Solana
- Organized and marketed the BlimpDAO Event at Urbit Assembly, featuring prominent speakers in airship technology
- Collaborated on multiple initiatives to establish BlimpDAO as a recognized brand in the crypto and tech ecosystem

Master of Ceremony

[Urbit Assembly 2023](#) | 2023

- Served as Master of Ceremony for a main stage at the Urbit Conference in Lisbon, Portugal
- Managed smooth transitions between speakers and guided audience through the event schedule
- Introduced speakers and facilitated audience engagement throughout the conference

Head of Community

[Code States/StatesDAO](#) | 2022

- Managed community engagement for an education-focused DAO in the Web3 space
- Coordinated communication across Discord and Twitter platforms to keep the community informed
- Authored Medium articles and Twitter threads to increase visibility and attract new members
- Secured partnerships and speakers for educational sessions, enhancing the DAO's value proposition

Skills & Expertise

Marketing & Communication



- Strategic Marketing Planning
- Content Strategy & Creation
- Social Media Management
- Email Marketing

Project Management



- Event Planning & Coordination
- Team Leadership
- Stakeholder Management
- Project Timeline Management

Technical Skills



- Web3 Technologies
- Basic Programming (HTML/CSS)
- Content Management Systems
- Digital Asset Management

Tools & Platforms



- Adobe Creative Suite
- Project Management Software
- Community Management Platforms
- Analytics & Reporting Tools