

Matthew Lizak

I am an Operations Lead at Palestra with expertise in marketing, event planning, and community growth. Experienced in both traditional and Web3 environments, I've successfully built engaged communities and led diverse projects. I see the value of innovative technologies beyond surface-level hype, and I am dedicated to exploring their potential in reshaping industries and societies.

Work Experience

Operations Lead

Palestra | Current Position

- 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 hundreds of followers
- 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

Creator

pfp+ | 2022

- Conceptualized and launched an original NFT project
- Led marketing efforts, assembled the project team, and defined the artistic direction
- Oversaw all aspects of project development and launch, ensuring a successful minting process

Skills and Tools

- Marketing Strategy -- [X, Content Writing, Email]
- Project Leadership -- [Notion, Kanban Boards, Microsoft Excel, Slack]
- Event Planning & Coordination -- [Logistics Planning, Ticket Sales, Venue Coordination, AV & Dining Setup]
- Community Building -- [Discord, X Spaces, Telegram, Urbit, Farcaster]
- Content Creation -- [Photoshop/Illustrator, Midjourney, Video/Audio Editing]
- Web3 Native and Crypto Protocol User
- Basic Programming & Technology Skills -- [Linux Server Setup, HTML/CSS, Github, Vercel]
- Public Speaking

Education

Pursuing a B.S. in International Business at the University of Saint Thomas