

Shreedha Segan

Research, creative strategy & development, editorial, copy, & content for startups, tech, & crypto

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Experience

Affiliate Researcher · [Summer of Protocols](#) (Ethereum Foundation) · Starting July 2023

Will help the Ethereum Foundation increase public literacy and awareness around protocols, broaden technical discourses around protocols, and contribute to artistic and literary explorations of protocols; will help develop and grow the work of core researchers

Associate Writer & Editor · [Mercury](#) · Mar. 2022—

Worked with the editor-in-chief to co-launch *Meridian* (meridian.mercury.com) — a new, branded magazine on stories of tech and entrepreneurship — as a two-person team; contributed as a full-time staff writer with some focus on web3 and crypto stories; pitched, wrote, and edited stories; helped write a monthly newsletter to engage an audience of subscribers; worked with designers on art direction and product design

Social Media Strategy · [Mercury](#) · Feb. 2021 – Mar. 2022

Owned Mercury's social media strategy across Twitter and LinkedIn; created a calendar of daily posts for an audience of startup founders and e-commerce entrepreneurs; grew Mercury's Twitter following from ~6K to ~16K; write thoughtful tweets and posts with human, on-brand language; worked with our marketing, design, and engineering teams to keep our audience up to date on Mercury events, new product launches, and our company culture; develop meaningful metrics to track the success of our content

Governance Studies Lead & General Consultant · [The Yak Collective](#) · May 2020—

Contributing leader of [weekly governance studies](#) and futures call; consultant in design futures and [The New Old Home](#) project; former copyeditor of weekly Substack newsletter

Selected works

- [Tim Beiko on Ethereum's moonshot](#) — Editorial
- [How Jonathan Hillis' cabin became a DAO](#) — Editorial
- [Chase Chapman: inhabiting the internet](#) — Editorial
- [Startups through the hands of potters](#) — Editorial
- [Banking built for Web3 companies](#) — Front-end copywriting
- [Tips for raising a pre-seed](#) — Twitter thread; content strategy
- [Announcing Mercury Raise for Series A](#) — Twitter thread; product launch
- [A New Old Pattern Language](#) — Essay

Education

Sarah Lawrence College · Bachelor of Arts · Computer Science & Writing · 2016 - 2018

Introduction to ML/AI, Principles of Programming Languages, Data Structures & Algorithms, Intro to Computer Science, Yearlong Fiction Workshop, Poetry Workshop (2), Independent Study in Poetry (Writing from Exile), Art from Code, General Neurobiology

Rutgers University Honors Program · Bachelor of Science Transfer Credits · 2013 - 2015

Advanced Topics in Cognitive Science, Minds, Machines & Persons, Independent Study in Cognitive Science (Complex Adaptive Systems in Social Science), Intro to Logic, Philosophy of Psychology, General Psychology