

# Shreedha Segan

Research, creative, editorial, copy, and content for tech and startups

[shreedasegan.com](https://shreedasegan.com) · [shreedashreedha@gmail.com](mailto:shreedashreedha@gmail.com)

## Experience

[Mercury](#) · Feb. 2021 – Mar. 2024

**Deputy Magazine Editor; Content Marketing Manager** · Mar. 2022 – Mar. 2024

Worked with the editor-in-chief to co-launch *Meridian* ([meridian.mercury.com](https://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 a focus on startup and crypto stories; pitched, wrote, and edited stories; built monthly newsletter to promote articles and tripled subscriber count; worked with designers on art and product design; also rebranded and launched a new iteration of customer stories

**Social Media Strategist** · 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; wrote 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

[Summer of Protocols](#) (Ethereum Foundation) · July 2023 – Sep. 2024

**Affiliate Researcher**

Helping the Ethereum Foundation increase public literacy and awareness around protocols, broaden technical discourses around protocols, and contribute to artistic and literary explorations of protocols; helping develop and grow the work of core researchers; focused my research on dating protocols

## Selected works

- [The future belongs to those who prepare like Dwarkesh Patel](#) — Editorial; [featured](#) by Tyler Cowen, was a [hit](#) on X, and landed me a [spotlight](#) in a newsletter to 100K+
- [Emmett Shear on AI's culture wars](#) — Editorial
- [Byrne Hobart, the unlikely oracle](#) — Editorial, [featured](#) by Tyler Cowen
- [Tim Beiko on Ethereum's moonshot](#) — Editorial
- [Startups through the hands of potters](#) — Editorial
- [Memory Bank: Tyler Denk of Beehiiv](#) — customer storytelling that did well [on social](#)
- [Tips for raising a pre-seed](#) — X thread; content strategy
- [Announcing Mercury Raise for Series A](#) — Twitter thread; product launch
- [Banking built for Web3 companies](#) — Front-end copywriting

## Education

Bachelor of Arts · Computer Science & Writing

**Sarah Lawrence College** · 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

Bachelor of Science Transfer Credits

**Rutgers University Honors Program** · 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