

Professional Profile

Strategic communications and technology leader specializing in brand reputation defense, misinformation management, and AI-driven community strategy. Built Ledger's Defensive Communications function from inception into a global program, creating scalable frameworks that empower teams to respond rapidly and credibly during high-stakes moments. Skilled at bridging product, marketing, legal, and customer success to deliver unified, defensible messaging across channels. Known for designing systems that combine human moderation, automation, and AI to safeguard reputation, strengthen community trust, and drive product adoption. Experienced in driving product-led growth (PLG) through community intelligence, technical advocacy, and user enablement.

Skills Overview

- **Communications & Brand:** Crisis Communications, Reputation Management, Community Engagement (Reddit, Discord, Twitter/X), Knowledge Management Systems, Content Strategy, SEO, Generative Engine Optimization (GEO)
- **Leadership & Enablement:** Vendor & Team Management, Executive Briefings, Workshops, Internal AI Education, Cross-functional Alignment
- **Technical Tools:** Python, JavaScript/React, OpenAI API, SQL, Figma, CMS, AWS, Web3, Tokenomics

Professional Experience

Defensive Communications Manager

Ledger | July 2024 – Present

- Built the department's foundation from scratch, establishing playbooks, workflows, and vendor partnerships that now scale company-wide.
- Reduced response times by 70% (Q1 → Q2 2025) through streamlined workflows & approved messaging playbooks.
- Designed and deployed a cross-functional FAQ/brand response database (Google AppSheet) used by PR, support, social, and affiliate teams, enabling decentralized misinformation defense across multiple channels.
- Directed global moderation strategy, overseeing vendors moderating millions of annual interactions across Reddit, Discord, and X.
- Co-developed an AI-powered phishing detection system projected to deliver 1M+ proactive alerts annually, strengthening user security.
- Launched Community Notes and education-first initiatives that doubled social reach year-over-year and improved brand credibility in key communities.
- Partnered with executives and cross-functional leaders to align rapid-response strategies during product launches and sensitive market events.

Developer & Project Lead - www.velcrafting.com

Independent Consultant | April 2021 – Present

- Built open-source tools, platforms, and blockchain systems with tokenomics.
- Create AI-driven tools and products to optimize workflows.
- Led digital event coordination & strategic content for community engagement.
- Marketing and Brand Building efforts for start ups and Web3 communities.

Developer, Front-End Designer & Researcher

Nutel Solutions | August 2023 – March 2024

- Developed educational AI tutor-agent for finance team.
- Introduced Figma into fullstack workflow for development & creative team.
- Authored technical process documentation for ease of understanding new tools.

IT Director

Mike Maroone Automotive | June 2018 – April 2021

- Managed IT operations across five locations and led enterprise infrastructure upgrades.

Select Project & Highlights

- **Risqpost:** Built full-stack AI system for brand risk detection and sentiment mapping
- **Crimson Odyssey:** Co-authored Amazon-published manga using generative AI and Figma
- **AI Tutor Agent:** Boosted onboarding with custom OpenAI-powered tool at Nutel
- **Cloud/VoIP Overhaul:** Led enterprise IT upgrade across five automotive locations