

CAREER SUMMARY

Content Director • English Copywriter & Editor • Technical Writer

- ***I'm a highly versatile writer and team leader*** capable of guiding a large team of writers, making strategy and content decisions, and personally crafting high-quality pieces on any subject.
 - ***I've served as a Content & Product Marketing Director, Chief Editor, and Writer*** for a cryptocurrency exchange overseeing all marketing, technical, and educational content published.
 - ***I've written and established crypto academies, blogs, help centers, and websites*** eventually training dozens of full-time writers and freelancers to develop the same content.
 - ***I'm a multicultural trilingual research expert*** of Chinese ancestry with dual (Argentina-USA) citizenship. I've used my English (native), Spanish (native), and Mandarin Chinese (conversational) skills to create academic and professional content all over the world.
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AREAS OF EXPERTISE

- Academic Research
 - Content Strategy
 - Copy Writing/Editing
 - Languages/Linguistics
 - Translations
 - Blockchain
 - Cryptocurrency
 - Bitcoin
 - Marketing Copy
 - Public Relations
 - Product Marketing
 - Team Management
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PROFESSIONAL EXPERIENCE

Blockchain Startups, Remote/Global

October 2022 – Present

I offer my services as a consultant across a diverse range of blockchain projects including centralized and decentralized exchanges, blockchain-based gaming initiatives, and innovative Layer 2 scaling solutions.

Content & PR Consultant

Transitioning to a solo consultancy in October 2022, I was immediately engaged to create the foundational content structure and strategy for a new decentralized exchange. By March 2023, the success of my work led to a centralized exchange seeking my expertise for content that integrates their distinctive social features. In April 2023, I extended my services to a blockchain game publisher, aligning their PR strategy with each of their sub-projects' unique identities. Most recently, in October 2023, an emerging Ethereum Layer 2 solution

engaged me to shape their market identity through strategic marketing and precise technical narratives. My collective consultancy achievements encompass:

- ***Integrating advanced AI solutions and custom-coded tech stacks*** alongside content management and media editing software to deliver exceptional marketing, educational, and technical content.
- ***Meticulously crafting tailored brand voices and PR style guides*** that capture the unique essence and distinctive selling points of diverse projects, setting them apart in the marketplace.
- ***Conducting extensive research into technical developments*** to produce documentation that effectively conveys complex concepts to audiences with varying degrees of technical knowledge.
- ***Driving comprehensive project development from ideation to launch***, including naming conventions, competitor analysis, website architecture, investor materials, and all related copy.

Phemex.com, Shanghai, China

March 2020 – November 2022

A cryptocurrency and derivatives exchange with a peak 24-hour trading volume of \$20+ Billion– Was consistently ranked top 10 in the world during my time of service.

Content & Product Marketing Associate Director

Recruited as the company's first English Copywriter (Mar. 2020), my mission was to create and optimize marketing web copy, social posts, and educational articles. Promoted to Content and PR Manager (Dec. 2020,) my duties expanded to training writers, producing 100+ articles/month, and crafting PR pieces. In my final role as Content and Product Marketing Assoc. Director (Dec. 2021), I oversaw a team of 7 full-time and 10+ freelance writers, along with all of the company's content while establishing product marketing strategies.

- ***Created and founded the company's Academy, Blogs, and Help Center***, representing over 2,500 crypto articles crafted under my guidance.
- ***Generated over 2 million pageviews*** across all of my content, achieving the highest registration conversion rate within the marketing department.
- ***Designed a Learn and Earn content program that achieved an ROI of 1,814%*** by incentivizing users to register through a unique reward mechanism incorporating short-format articles and videos I created.
- ***Honored with Star-Employee awards 3 times*** for multiple performance achievements, including creating an automated 7-language translation system that combined requests, a pool of freelance translators, and payment procedures into one online board.

CSOFT International, Shanghai, China

June 2019 – July 2020

A localization and content creation firm specializing in tech, health sciences, and engineering.

English Technical Writer & Editor

Employed tools such as Madcap Flare, GitLab, Oxygen Editor, and DITA-based applications to create technical user guides and setup manuals with a single-sourcing approach maximizing content reuse. Used Illustrator, InDesign, and Arbortext to create supporting graphics, diagrams, and other visual assets following strict client

style guidelines. As a freelancer (Jan. 2020), I continued offering support with digital marketing, branding, and UI content.

- **Contributed to the United Nations World Food Programme** online management user guide system, upgrading and crafting multiple guidance articles for those seeking critical resources.
- **Conceived the name for ByteDance's TikTok for Business ad network** – “Pangle” is my original suggestion, adopted and still used by the company today. Other publicly available works I've created include user guides for multiple Lenovo laptops, product and homepage descriptions for Realme's X2 Pro smartphone, and similar work for Alibaba Cloud, Huawei, and Oppo.

Self-Employed, USA-China

January 2016 – May 2020

I worked on multiple contracts and projects as a freelancer providing substantive editing work for authors, interpretation services at international meetings, and crafting web content for online businesses.

Interpreter / Translator / Editor / Writer

- **Enhanced the accuracy and delivery of medical diagnoses** by providing interpretation to Spanish-speaking immigrants seeking emergency medical services.
- **Bolstered authors' ability to publish work** through comprehensive proofreading of style, grammar, and tone for reports, studies, and books.

Merit Medical, Utah, USA

July 2015 – December 2016

A leading manufacturer and marketer of proprietary disposable medical devices used across the world.

Associate Account Specialist

As the youngest hire working with the executive team, I managed all Latin American accounts and clients. Tasks included bilingual customer support, processing international orders, and issuance of import/export certificates.

- **Surpassed all monthly sales goals** by leveraging my multicultural background and language skills to elevate customer experience and product reviews.
- **Trusted with drafting all import/export documentation** including Commercial Invoices, Certificates of Compliance, and Certificates of Origin.

EDUCATION

Honors Bachelor of Arts, International Trade and Commerce (Minor in Economics, Chinese, Spanish) 2010-2015

University of Utah, Salt Lake City, USA

University of Utah Honors College and Golden Key International Honor Society

PUBLISHED WORK

[Unlimited Talent: The Benefits of High-Skilled Immigrants](#), *Hinckley Journal of Politics*; 2013, Vol. 14, p33

<https://phemex.com/academy>