

# Bradley Stone

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## Summary

As the Research Lead at the Ethereum Enterprise Alliance (EEA), I helped spread awareness of Ethereum's real-world business applications. I oversaw myriad tasks that spanned from content strategy to in-depth research. My responsibilities included coordinating our monthly newsletters, crafting insightful blog posts, and managing member communications. However, where I truly dug deep was in spearheading qualitative research for the EEA's Business Readiness Report, which you can download here for free: <https://entethalliance.org/eea-ethereum-business-readiness-report-2023/>

The project involved everything from data analysis to conducting interviews and writing case studies.

With my experience as a Social Media Manager and Content Coordinator over the past 4+ years in the crypto and Web3 industry, I have been passionate about developing and implementing engaging social media strategies that drive growth and success for Web3 companies.

My strong background in creating and managing social media content and my knowledge of the crypto space and its history allow me to drive user engagement and interest in the Web3 industry effectively.

As a Social Media Manager and Content Coordinator at Kava Labs, a Layer-1 Blockchain company, I was responsible for developing, posting, and managing all of Kava's owned media channels. My work at Kava was a US-based, full-time remote position. I worked alongside a team of world-class crypto experts on an open-source project that transfers millions of dollars in assets daily, providing the financial primitives for the next evolution in crypto.

So, if you are a Web3 company looking for a social media expert to help grow your brand, let's connect and see how we can work together.

My portfolio:

<https://bit.ly/BradleyStone-Portfolio>

## Experience

### Blockchain & Web3 Content Writer-Researcher

Self-employed

Jan 2023 - Present (1 year)

I research, write, curate, and manage content in blockchain, Web3, digital assets, and fintech. I wear many hats, from project management and interviews to report writing and social media.



### Writer / Content Manager

Alpha Trades

Mar 2020 - Present (3 years 10 months)

Content management specialist and professional writer, primarily in topics of fintech and economics.



## **Research Lead**

Enterprise Ethereum Alliance

Jul 2023 - Dec 2023 (6 months)



## **Marketing Coordinator (Content Marketing)**

Kava Labs Inc

Dec 2021 - Feb 2023 (1 year 3 months)

As a Marketing Coordinator for Kava Labs, my responsibilities included supporting the efforts of the marketing team to carry out marketing campaigns, researching market trends, creating marketing campaign content like blog posts and social media posts, and assisting with cross-team efforts in executing marketing events. My duties also included steering creative direction of the Graphic Design team, developing B2B and B2C brand messaging, executing contests and giveaways, creating co-marketing content, and writing newsletters and video scripts.



## **Freelance Writer**

HeavyZen, LLC

Mar 2020 - Feb 2023 (3 years)



## **Freelance Writer**

WordAgents.com

Oct 2020 - Jul 2021 (10 months)

I write a huge amount of words for these guys across a dizzying diversity of topics and content styles. I can't share any of the work, though, as this is a ghostwriting company.



## **Educational Consultant**

VIPKid

Sep 2016 - Mar 2020 (3 years 7 months)

- \* Teaching online classes using the Company platform
- \* Providing deliverables/feedback in a timely manner.

## **Content Curator / Analyst**

Dec 2017 - Jun 2019 (1 year 7 months)

## **ESL Teacher**

Language Institute of Chiang Mai University

Feb 2016 - May 2017 (1 year 4 months)

\* Teaching deliverables in a timely manner using the institutes guidelines and adapting the curriculum to each individual student

\* Effective time and resource management in classrooms of varying population, size, and subject matters

- \* Curriculum building such as building worksheets, syllabi, textbooks, and special games and activities
- \* Teach a wide range of subjects from English to business English, English for test preparation for entrance exams, Ecommerce, translation, curriculum building (for professionals/ professors), and accounting
- \* Grading and assessment of test materials, with timely feedback on special projects.

## Education



### **Appalachian State University**

#### **Bachelor's Degree, Sustainable Development**

2010 - 2014

I learned how to spot trends and connections in global socio-economic development, spot economic opportunities, build powerful presentations, and form strong relationships with people of all backgrounds.

### **SEE TEFL**

#### **Teaching English as a Second or Foreign Language/ESL Language Instructor**

2016 - 2016

The Teaching Process

Teaching Pronunciation

Teaching Vocabulary

Teaching Grammar

Teaching Speaking

Teaching Listening

Teaching Reading

Teaching Writing

Topics, Situations, Notions and Functions

Classroom Interaction

Classroom Discipline

Teaching Children

Large Heterogeneous Classes

Lesson Preparation

### **North Gaston Sr. High School**

#### **High School, General Studies**

2006 - 2010

Dabbled in public college courses online in my senior year, completed several donors/advanced classes.

## Licenses & Certifications

### **TEFL Certification (120 hours); accredited by the Thai Ministry of Education -**

Effective Foreign Languages Chiangmai (Lanna) School

ISO 9001:2008

## **Skills**

research • Content Writing • Project Management • Administration • Technical Writing • Press Releases • Search Engine Optimization (SEO) • Content Strategy • Digital Marketing • Content Marketing