ETHAN CHAN

Senior Blockchain Engineer | Digital Marketing Manager

@ rgbrobertclark032@gmail.com   🔗 https://www.linkedin.com/in/ethan-chan-a2b8bb319
📍 Toronto, Ontario

SUMMARY

Ethan has helped startups in DeFi and Gaming industry with expertise in core Blockchain Technologies, Smart Contracts, and Software Engineering. Ethan's areas of expertise are a mix of software, finance, and gaming industry knowledge. Ethan is familiar with data analysis, creative optimization, and cross-functional collaboration to achieve business objectives.

EXPERIENCE

Senior Blockchain Engineer
Exioms (Full-time)
📅 05/2021 - 06/2024   📍 Toronto, Ontario
- Amassed over 4 years of experiences crafting innovative blockchain solutions.
- Developed a total of 12 smart contracts, each tailored to specific use cases and requirements.
- Designed and implemented 4 DApps, leveraging smart contracts to facilitate secure and transparent transactions.
- Implemented the highest standards of security and efficiency in blockchain development.

Digital Marketing Manager
Aloha Group (Remote)
📅 11/2019 - 02/2021   📍 Kowloon Tong, Hong Kong
- Designed and implemented strategic sales plans that expanded the company's customer base by 10% over 1 year by remotely working.
- Designed and executed a landing page optimization strategy that lifted conversion rates by 18%.
- Identified emerging markets and market shifts, staying fully aware of new products and competition status.
- Set weekly, monthly, and quarterly performance goals, regularly monitoring and adjusting strategies to ensure targets were met.

Blockchain Developer
SAPIAN GROUP (Part-time)
📅 09/2019 - 04/2021   📍 Dubai, UAE
- Sapian Group developed a blockchain-based remittance service for transparent and efficient cross-border transactions.
- Designed and launched a new blockchain using PoW.
- Developed key tools including a digital wallet and a blockchain explorer.
- Worked collaboratively with a team of developers.
- Used agile methods for task prioritization and timely project completion.
- Successfully deployed the blockchain with high transaction speed.

EDUCATION

Bachelor of Science in Marketing Analytics
The Education University of Hong Kong
📅 09/2015 - 08/2019   📍 Ting Kok, Hong Kong

Bachelor of Science in Computer Science
The Education University of Hong Kong
📅 09/2015 - 08/2019   📍 Ting Kok, Hong Kong

KEY ACHIEVEMENTS

⭐ **High Transaction Speed Deployment**
Deployed the blockchain with high transaction speed upto 150%, ensuring that the blockchain could handle a large volume of transactions efficiently.

🪄 **Team Collaboration**
Excelled in collaborative environments, working closely with cross-functional teams to achieve project goals and deliver innovative solutions.

📈 **Market Share Expansion**
Identified and captured a new user segment, contributing to a 35% increase in market share.

💙 **Conversion Rate Optimization**
Implemented a successful landing page optimization strategy, lifting conversion rates by 23%.

SKILLS

Economic modeling   Finance
Game design   Unity   MMO Gaming
Digital Marketing Management   Looker
React   Vue   Express.js   TypeScript
Solidity   Golang   Rust   Hardhat
Agile and Scrum   Waterfall Methodology
Plata / Alchemy

CERTIFICATION

Professional Certificate in Blockchain Essentials
Professional certificate program offered by IBM to teach about blockchain technology.

行政人員證書《數碼及內容營銷》
Specialized in evaluating ad creative performance to maximize engagement, offered by Coursera.

PROFESSION

📈 **Decentralized Finance | Digital Marketing**
Efficient financial transactions, combined with its strategic marketing expertise

✔ **Blochchain Gaming | Tokenomics**
Blockchain technology in gaming, offering unique tokenomics models