

Guy Brandon – Blockworm.net

Cryptocurrency and blockchain content and communications. Cambridge, UK.

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[LinkedIn](#)

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I have worked as a communicator and content creator in the cryptocurrency and blockchain space since January 2014. I have collaborated on a wide range of initiatives and written white papers, film scripts, website content, technical documentation, long-form articles and blog posts, metaverse lore and game scripts. I have also advised on business models and tokenomics.

DeFi Project (2021-2024). Content and copywriting for every aspect of a key L2 infrastructure project (anon).

[Maker Foundation](#) (2019-2021). Working with the Senior Editor to create regular blogs, until the Foundation closed as part of MakerDAO's full decentralization.

[Waves Platform](#) (2016-2020). DeFi platform.

Involved in (and before) the ICO campaign, helping the team to raise 30,000 BTC. Continued to work for Waves, writing and editing white papers, technical documentation, articles, blogs and social media posts (almost all English language output).

Incent Loyalty (2016-2022). Blockchain reward currency.

Worked with Incent since inception, helping to refine the token model, select the right blockchain for the token and co-ordinate the ICO. Continued to work with the Sydney-based team on communications in the crypto space for several years.

BitScan (2014-16). Bitcoin merchant directory.

Wrote daily articles for BitScan, the largest directory of crypto-accepting merchants at the time. The project ultimately evolved into Incent Loyalty.

Other blockchain projects I currently or have previously worked with include:

[Nxt](#) (2014-16), [Chrono.Tech](#) (2016-), [EncryptoTel](#) (2017), [BitBoost](#) (2016-18), [Vizsafe](#) (2017), [Uphold](#) (2018), [VPLedger](#) (2019-2021), [Moonhub](#) (2017-2022), [Ergo Platform](#) (2019-), NFT projects [Punks2023](#) (2023) and [Luminal Universe](#) (2022), and many more.

Prior experience and education

SEO and web writing (2005-2014)

Writing articles on a very wide range of topics for SEO marketers, alongside other employment.

Research and writing (2003-2016)

Worked on a number of projects and books for a social research organisation in Cambridge, UK.

Counselling (2003-2013)

Trained and practised as a psychodynamic counsellor, working in the NHS and a local charity.

BA hons, MPhil and PhD in Theology, Cambridge University (1997-2004).