

CONOR MALONEY

Blockchain Content Marketer

PROFESSIONAL PROFILE

Skilled content marketer with over seven years of experience planning and executing content campaigns. Hundreds of clients from e-commerce, B2B sales, and Web 3.

CONTACT DETAILS

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QUALIFICATIONS

- BA in English Literature.
- Cambridge Certification of English.
- Hubspot Content Marketing Certification.

SKILLS AND ABILITIES

- Great communication and interpersonal skills. Highly organized.
- Highly engaging, enterprise-grade copywriting.
- Knowledgeable and passionate about DeFi and blockchain technology.
- Short-form and long-form blog posts, pitch decks, press releases, video scripts, whitepapers, and news articles.

ACHIEVEMENTS

- Whitepaper writing for social media network of over 30 million users.
- Blog posts that continually rank at very top of SERPs for targeted keywords.
- Helped launch successful startups from management positions.
- Published thousands of articles on media sites read by over 1 million people.
- Helped ensure successful acquisition of two companies.
- Appeared on live crypto news feeds as a news commentator.
- Published thousands of articles on media sites read by over 1 million people.
- Managed email marketing lists with millions of dollars in annual revenue.

WORK EXPERIENCE

Head of Content

CryptoWallet (August 2021 - Present)

- Manage a team of freelance writers and oversee content production. Currently focused on technical SEO content ahead of launch.
- Upload and refresh content based on keyword research.
- Monitor and report on site traffic.

Crypto Content Manager

Animalz (May 2019 - August 2020)

- Create long-form content and content strategy for clients like SFOX, Honeyminer, and Greenlight Guru.
- Produce monthly reports based on various KPIs along with insights into reporting data.
- Meet regularly with clients and manage multiple accounts representing \$160,000 worth of the agency's annual revenue.

Content Marketing Director

Alterverse (2018 - 2019)

- Create quarterly content campaigns and co-ordinate with other marketing staff and company stakeholders.
- Plan and manage company blog.
- Leverage media connections from work as CCN journalist for PR purposes.

Lead Marketing Consultant

Augmento (2018 - 2019)

- Create quarterly content campaigns and advise founders on how to pivot from broader sentiment analysis to cryptocurrency market.
- Ensure publication in major media outlets.

Journalist

CCN, EWN, Crypto Briefing (2018 - Present)

- Cover breaking crypto news (1,000s of articles).
- Represent CCN on live news video footage.
- Editor for Crypto Briefing.
- Investigative journalism uncovering fraud and bad practice in breaking news stories.
- Interviews with household names in the blockchain and cryptocurrency industry.

Founder

The Written Craft (2015 - Present)

- Work with hundreds of B2B and B2C blockchain and SaaS firms to create premium content and content strategy.
- Create blog posts, business plans, case studies, and white papers for major companies like Taringa! and Skubana.