



# SAM TOWN

## VETERAN WEB3 MARKETING SPECIALIST

### CONTACT



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LINKTREE

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LINKEDIN

[PROFILE](#)



WEBSITE

[SAMUEL.TOWN](https://SAMUEL.TOWN)

### EDUCATION

UNIVERSITY OF MELBOURNE

2008 - 2011

BA, DIGITAL COMMUNICATION & MEDIA



## OOPS! ERROR

# 404

It looks like you're trying to view a static resume document!

If you're looking for information on experience, capabilities, testimonials, case studies, or portfolio examples, feel free to navigate to my website at:



[Samuel.Town](https://Samuel.Town)



### SKILLS

CONTENT STRATEGY

AI CONTENT

DEFI

PR MANAGEMENT

GAMEFI

WEB3 MARKETING

GROWTH HACKING

DIGITAL JOURNALISM

BLOCKCHAIN

CEX MARKETING

GOOGLE ANALYTICS

PRODUCT MANAGEMENT

FRAC. CMO



### SUCCESSES



**SNR SEO & MARKETING SPECIALIST KUCOIN**

**JAN 23 - PRESENT CONTRACT**

KuCoin is a top 5 globally ranked crypto exchange.

While engaged with KuCoin as a full-time SEO & content marketing specialist, I audited, optimized, & executed the KuCoin Learn launch, coin pages, PR strategy, and thought leadership for CEO Jonny Lyu as part of the SEO & ASO Performance Delivery Team.

- 8% TRAFFIC INCREASE TO COIN LISTING PAGES Q1-Q2
- SUCCESSFUL LAUNCH OF KUCOIN LEARN PLATFORM
- RESTRUCTURED ENTIRE KUCOIN CONTENT DELIVERY PROCESS
- INTEGRATED ML TRANSLATION REPLACEMENT OF TRANSLATION/LOCALIZATION WORKFLOW W/ \$15,000/M COST REDUCTION



**COPYWRITER SWYFTX**

**JAN 22 - DEC 22 12 MONTHS**

Swyftx is Australia's largest digital asset exchange.

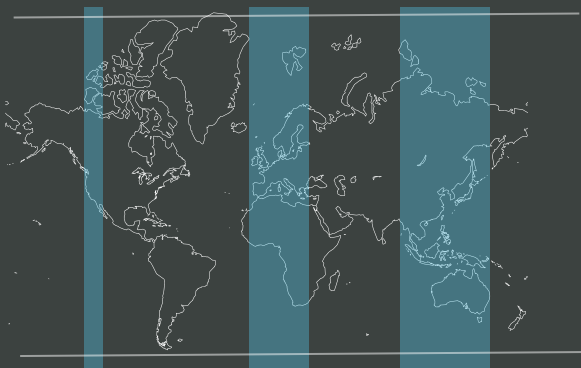
Working with Swyftx, I composed a broad spectrum of educational and explanatory copy for the Swyftx Learn platform, mirroring and improving upon similar offerings such as Binance Academy. Services delivered include website copy, copy scheduling, blockchain research, and content ideation.

- COMPOSITION OF ENTIRE SWYFTX LEARN PLATFORM
- COMPETITOR & ON-PAGE SEO AUDIT & OPTIMIZATION
- PPC & SEO STRATEGY FOR SWYFTX LEARN LAUNCH
- MANAGED CONTENT COMPOSITION TEAM (3 CONTENT WRITERS)



## TIME ZONE

REMOTE FULL TIME AVAILABILITY



## KEY COMPETENCIES

- GOOGLE ANALYTICS GA4
- GOOGLE SEARCH CONSOLE
- GOOGLE TAG MANAGER
- GOOGLE ADS (KPI/CRO/ROAS)
- AHREFS
- SEMRUSH
- SEARCHMETRICS
- FIGMA
- WORDPRESS
- MIRO
- HUBSPOT
- CHATGPT
- HUGGINGFACE NLP/TRANSFORMERS
- TEAM MANAGEMENT
- PR OUTREACH
- LEAN STARTUP GTM
- EDITORIAL MANAGEMENT
- ADOBE PS/AI/DW/AE/PR

## REFERENCE

READ [TESTIMONIALS](#) ←



**CONTENT MARKETING LEAD**  
**ARTRADE**

**NOV 21 - JAN 22**  
**CONTRACT**

Working with Artrade on a contract basis, I ideated and composed a highly effective press marketing campaign in order to promote the Artrade token sale, yielding a \$6.6 million raise and extensive coverage on a broad range of cryptocurrency and NFT media platforms.

- \$6.6 MILLION RAISED THROUGH 3-STAGE TOKEN SALE
- FULL TOKEN SALE CONTENT STRATEGY
- PR OUTREACH RESULTING IN ORGANIC COVERAGE ACROSS 30+ MAJOR PLATFORMS
- ON-PAGE, SM, & BLOG CONTENT OPTIMIZATION



**CONTENT SPECIALIST**  
**COIN CLARITY**

**DEC 20 - JAN 22**  
**16 MONTHS**

Content marketing lead responsible for site copy, paid media management, educational platform, affiliate content marketing.

- 500+ MARKETING COLLATERAL ELEMENTS COMPOSED, OPTIMIZED, AUDITED, PUBLISHED
- PPC & GOOGLE ADS CAMPAIGN OPTIMIZATION
- EXTENSIVE PLATFORM CONTENT AUDIT & COMPETITOR ANALYSIS



**CONTENT SPECIALIST**  
**FULLSTACK ADVISORY**

**MAY 19 - SEP 21**  
**29 MONTHS**

Copywriting & content strategy with a focus on the intersection of taxation and digital assets. Extensive copy projects including blockchain startup guidance, VC funding guides, and tax consequences of DeFi. Developed Fullstack web copy over 2 year engagement.

- CONTENT STRATEGY ACROSS AU-SPECIFIC DIGITAL ASSET TAX STRUCTURING
- STARTUP ADVISORY CONTENT COMPOSITION
- ON-PAGE SEO ANALYSIS & STRATEGY



**SENIOR COPYWRITER**  
**AETERNITY**

**JAN 20 - JAN 21**  
**13 MONTHS**

Working with aeternity, I ideated, composed, and published all copy across the aeternity and Superhero.com brands. Services include brand voice and identity, website copy, press releases, blogs and articles, internal documentation, and social media content.

- GTM STRATEGY FOR AETERNITY HYPERCHAINS L2 SCALING SOLUTION
- SUPERHERO PROJECT MARKETING LEAD
- ON-PAGE COPY & CONTENT STRATEGY
- CROSS-TEAM COPY COMPOSITION



**CONTENT STRATEGIST**  
**TRUSTUNION**

**MAY 18 - SEP 20**  
**29 MONTHS**

TrustUnion is a digital trust ID platform for global self-regulated trust management. Working with TrustUnion CEO Mathias Valon and the TrustUnion development team as the sole content strategist and copywriter, I created, executed, and assisted in the deployment of multiplatform content strategy including web copy, pitch decks, white papers, blog content, press releases, and marketing campaigns.

- GTM STRATEGY RESULTING IN \$1M+ PRE-SEED VC FUNDING & 200,000 USER ACQ.
- DOCUMENTATION COMPOSITION - WHITE PAPER, LITE PAPER, DEV DOCS
- PITCH DECK COMPOSITION
- PR CAMPAIGN



**SENIOR JOURNALIST**  
**CRYPTO NEWS AUSTRALIA**

**JAN 18 - SEP 20**  
**33 MONTHS**

Crypto News Australia is a Sydney-based cryptocurrency news and education platform. Services delivered to CNA focus on blockchain industry journalism, editorial management, people operations, content strategy, keyword-rich, actionable Australian digital asset taxation guidance, and specific partnership copy.

- ESTABLISHED CNA AS LEADING ASIAPAC CRYPTO NEWS PLATFORM
- 200+ NEWS ARTICLES, PILLAR CONTENT PUBLISHED
- PAID MEDIA/PR PLACEMENT SALES
- PLATFORM OPTIMIZATION RESULTED IN 2023 SALE OF CNA (\$X.XM USD)



**JOURNALIST**  
**CRYPTOSLATE**

**JAN 18 - JAN 19**  
**12 MONTHS**

CryptoSlate is a leading cryptocurrency and digital asset news & market analysis platform based in Seattle. Working with CryptoSlate founder Nate Whitehill, I captured, composed, and published breaking cryptocurrency market news from the launch of the platform in late 2017 until late 2018.

- GTM/LAUNCH STRATEGY COMPOSED WITH CEO NATE WHITEHILL EXECUTED FROM LATE 2017
- EDITORIAL MANAGEMENT
- BUILT & MANAGED TEAM OF 7 DIGITAL JOURNALISTS
- 300+ NEWS ARTICLES/BYLINES
- PR/PAID MEDIA SALES
- ESTABLISHED CRYPTOSLATE AS MARKET LEADER IN CRYPTO NEWS

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