

# ANTÓNIO MADEIRA

CRYPTOCURRENCY WRITER

## Experience (highlights)

### CRYPTOCOMPARE (2015-2021)

Data entry and content writer

Head of content

Head of advertising

### BITCOINIST (2016-2018)

News writer

### COINTELEGRAPH (2020-2021)

Market analyst and features writer

### CRYPTOSLATE (2021)

Features writer

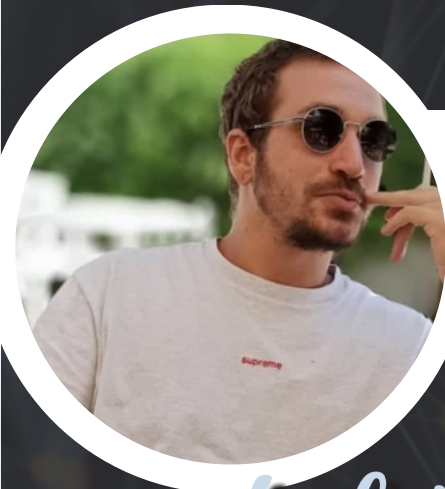
### CRYPTO.NEWS (2022-2023)

News and features writer

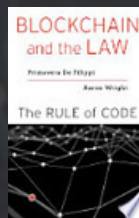
### NFT.NEWS (2022-2023)

News and features writer

Editor



## Quoted in



I am a Lisbon-based blockchain journalist/writer. I began working in the digital asset industry in 2015, mining Ether (ETH). Over time, my interest in this new asset class grew. I began studying the inner workings of blockchain technology. Not long after, I started my journey as a cryptocurrency writer.

Later that year, I joined CryptoCompare, one of the largest cryptocurrency data providers in the world. I worked my way up from data entry and content creation. In a few years, I became the head of content and later the head of advertising. I managed several employees as the head of these departments.

While working at CryptoCompare, I developed a passion for writing. During this time, I wrote several guides that have been read millions of times. I have a knack for breaking down complex concepts into accessible content that can be understood by laymen.

Over the years, I worked as a freelance and part-time writer and editor. I wrote for multiple leading cryptocurrency news outlets like Cointelegraph, Bitcoinist, Crypto.news, CryptoGlobe, CryptoSlate, NonFungible.com, and several more. My roles have ranged from news and market coverage to in-depth features and educational content creation. I also worked as an editor for Nft.news, Innovion, CryptoCoreMedia, and others.

I am versatile and have the ability to quickly learn and adapt to new challenges. I see myself as a prolific writer who can produce multiple articles in one day. This has allowed me to build a noticeable portfolio. Many of my articles have been cited in multiple reputable books and research papers.

As a side project, I helped write "Digital Assets: Your Guide to Investing and Trading in the Crypto Market". It's a brilliant book by Jonathan Hobbs, CFA. I also wrote the foreword for this book.



---

# ANTÓNIO MADEIRA

CRYPTOCURRENCY WRITER

---

## **CRYPTOCOMPARE (2015-2021)**

### **Content writer and Data Entry (2015-2021)**

- Researching assets, companies, and products in the space
- Writing content for all relevant pages, including the coin, exchange, wallet, mining sections and others
- Writing guides and articles for the learning section

### **Head of content (2017-2018)**

- Creating a strategy for data and content entry
- Creating a content strategy for guides and articles
- Actively managing the content team
- Writing guides and articles for the learning section
- Researching and creating content for the daily newsletter
- Researching and planning out new sections for the website
- Collaborating with developers to expand the website
- Collaborating with the data and research team

### **Head of advertising (2018-2021)**

- Handle HR for the Portuguese division
- Actively manage the advertising sales team
- Creating and maintaining the website advertising system
- Setting up and improving Hubspot
- Handle high-profile clients and advertising campaigns
- Creating a content strategy for advertising campaigns, including articles, newsletters, and calls-to-action
- Collaborating with developers to expand the website
- Collaborating with the data and research team
- Collaborating with the marketing team to reach out to journalists and third-party media outlets for organic placements
- Collaborating with the event organization team for sponsorship sales and advertising on the website

## **CRYPTOCOREMEDIA (2016-2018)**

While working full-time at CryptoCompare, I worked as a freelance writer and editor at CryptoCoreMedia, a news website covering Bitcoin and a specific subset of altcoins, including NXT, SuperNet, Komodo, and Waves Network.

- Editing news stories
- Working with writers to devise a daily content plan
- Covering and breaking news stories
- Researching and writing long-format analysis pieces
- Writing and designing a monthly digest sent to readers as an online magazine

---

# ANTÔNIO MADEIRA

CRYPTOCURRENCY WRITER

---

## DEEP DOT WEB (2016-2017)

While working full-time at CryptoCompare, I worked as a freelance writer at DeepDotWeb, a clear web platform that provided information about the deep web, cryptocurrency, and cybercrime. I covered cryptocurrency-related news and guides while working here. The website has since been taken down.

- Covering news stories
- Writing detailed guides

## BITCOINIST (2016-2018)

While working full-time at CryptoCompare, I worked as a freelance writer for Bitcoinist, one of the leading crypto news media outlets.

- Covering and breaking news stories

## COINTELEGRAPH (2020-2021)

While working full-time at CryptoCompare, I worked as a freelance writer for Cointelegraph, the second biggest crypto media outlet in the world. I covered and broke market news and wrote long-format analysis articles. During this time, I was able to extend my industry contact list when reaching out for comment and insight from industry leaders.

- Covering Market news and analysis
- Analyzing on-chain and off-chain data to break market news stories
- Researching and writing long-format analysis pieces
- Reaching out to industry contacts for data, comments, and insight

## CRYPTOGLOBE (2020)

While working full-time at CryptoCompare, I also contributed for CryptoGlobe, which is the news arm of CryptoCompare.

- Covering and breaking news stories

## CRYPTOSLATE (2021)

I worked briefly at CryptoSlate and did a handful of pieces before resigning due to conflicting schedules associated with other projects.

- Researching and writing long-format analysis pieces

## NONFUNGIBLE.COM (2021-2022)

I worked as a freelance writer at NonFungible.com, covering NFT-centric news and long-format analysis pieces.

- Covering and breaking news stories
- Researching and writing long-format analysis pieces
- Reaching out to industry contacts for data, comments, and insight

---

# ANTÓNIO MADEIRA

CRYPTOCURRENCY WRITER

---

## **INNOVION (2021)**

I joined as a part-time writer at Innovion and was quickly promoted to Editor while continuing my tasks as a writer. I was responsible for creating content for clients' blog posts, media kits, and other required materials along with the rest of the writing staff. Shortly after, Innovion was restructured into a VC fund and phased out many of its services, including content creation.

### **Content writer (2021)**

- Writing blog posts for incubated DeFi, NFT, and IDO projects
- Meeting with project team members to create a content strategy
- Creating social media posts
- Conducting interviews with projects' team members

### **Editor and content writer (2021)**

- Editing blog posts for all clients
- Manage the writers' team
- Onboarding new writers
- Writing blog posts for incubated DeFi, NFT, and IDO projects
- Meeting with project team members to create a content strategy
- Conducting interviews with projects' team members

## **PARADOX MARKETING (2021-2022)**

- Advisory/Consultant role
- Freelance writer
- Sales representative

## **NFT.NEWS (2022-2023)**

I worked as a freelance writer at NFT.news, covering NFT-centric news and long-format educational pieces. Shortly after being hired as a writer, I was also selected to become one of the editors.

### **Journalist and content writer (2022-2023)**

- Covering and breaking news stories
- Researching and writing long-format analysis pieces

### **Editor (2023)**

- Researching and curating pitches for news stories
- Overseeing content creation
- Editing and publishing content
- Optimizing SEO elements

## **CRYPTO.NEWS (2022-2023)**

I worked as a freelance writer at Crypto.news, covering cryptocurrency/blockchain news and long-format educational pieces.

- Covering and breaking news stories
- Researching and writing long-format analysis pieces