



# RAY SALMOND

Content Manager and Market Analyst

rsalmondjr@gmail.com

Telegram: @GasfaceV

<https://www.linkedin.com/in/ronaldjr/>

## Education

**MASTER'S DEGREE IN DIGITAL TECHNOLOGIES FOR LANGUAGE TEACHING (M.A.DTLT)**

University of Nottingham

**BACHELOR OF ARTS IN HISTORY AND EDUCATION**

Southwestern University

## Key Skills

Content Strategist for Fintech Startups  
PR Campaign Management  
Content Writing and Marketing  
Community Activation/Growth  
E-Learning Specialist  
International Experience  
Social Media Management  
Web3 and B2B Brand Strategy  
Curriculum Development

## Computer Skills

Mailchimp

Google Analytics

Publer

Hootsuite

Learning Management Systems (LMS)

Content Management Systems (CMS)

Social Media growth strategy

## Professional Summary

All crypto since 2017.

I've built content teams for media-focused dApps, directed marketing for various blockchain projects, provided insights and analysis to crypto funds, and curated equities and cryptocurrency content.

Now I host podcasts and a weekly market analysis show while also heading the markets department at Cointelegraph. I'm pretty much in crypto 24-7-365, get at me.

## Professional Work Experience

### HEAD OF MARKETS

Cointelegraph.com, Remote | 07/2019 - Present

- Built an international team comprised of analysts, professional traders and journalists
- Creator and co-host of The Agenda, a bi-weekly podcast centered on active daily use-cases for blockchain technology
- Creator and co-host of NFT STEEZ, a bi-weekly podcast covering NFTs, Web3, crypto and culture
- Host of Cointelegraph's "Market Talks" a weekly live stream focused on market analysis and interviews with industry insiders
- Brokers partnerships and data share agreements with relevant players in the crypto industry
- Curated new content styles that our competitors often 'adopt'
- Makes writing, reading and learning about crypto fun for our 20 million monthly active readers

### HEAD OF CONTENT & MARKETING MANAGER

Berminal, Remote | 05/2018 - 02/2020

- Developed Mailchimp campaign for 200K+ subscribers
- Optimized content marketing campaigns via Google Analytics, AppsFlyer, Hootsuite
- Point person on all content-related matters on the Berminal news platform
- Managed all social media channels, resulting in 60% growth in user base over 3 months
- Supervised a global team of content writers via digital workplace
- Developed Berminal and EmogiCoin ambassador program, managed participants and payroll
- Oversaw production and distribution of all content on Berminal iOS and Android app
- Developed and managed EmogiCoin marketing campaign, materials, and PR
- Assisted in the marketing campaign design, content editing, development and distribution of breaking cryptocurrency and blockchain news for a 24 hour App based media platform that pushes crucial content to key investors

### CONTENT DIRECTOR

Magas PR Team, Remote | 05/2018 - 12/2019

- Consulted with investors, CMOs and CFOs of blockchain and cryptocurrency startups to advise PR strategy
- Regularly liaised with SMEs to ensure the authenticity of technical content and translated sector-specific technical literature to content accessible to a wider non-technical audience.
- Directed content strategy for a team of international journalists and worked as the lead editor on all English language content

### CONTENT WRITER

Bitcoinist.com, Remote | 03/2018 - Present


- Wrote bi-weekly op-ed and cryptocurrency technical analysis articles on Bitcoin and altcoin price action
- Created opinion articles centered on how macroeconomic and regulatory events impact cryptocurrency price





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## *Professional Work Experience (Continued)*

### ONLINE EDITOR | CONTENT WRITER

BlockChainInvest.io, Remote | 03/2018 - 01/2019

- Proof-read, approved and published all English language content
- Wrote weekly op-ed, current events and cryptocurrency technical analysis articles on all things blockchain and cryptocurrency related. Articles were translated to Russian and Chinese for an international audience of 17,000 weekly readers

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*References Available Upon Request*