JASON HSU

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BACKGROUND

University of Southern California – BS in Computer Science, Business Administration
UC Berkeley Blockchain Xcelerator, Taiwan Tech Arena, US Market Access Center, Draper University, Plug N Play

WORK EXPERIENCE

Head of Crypto @ ADX Labs/Abey Foundation (New York, NY, USA)   May 2023 – Present
• Growth/Marketing – Established and scaled marketing channels with partners and contractors. Revamped website and engagement funnels. Launched grant and ambassador programs. Onboarded ecosystem projects and facilitated the largest historical raise on GemPad.
• Product/Ops – Created feature roadmap for an L1 EVM blockchain and managed its development. Onboarded MMs, exchanges, etc.

Director, Growth & Partnerships @ Alpaca Markets (New York, NY, USA)   Feb 2022 – Nov 2022
• Growth/Marketing – Responsible for scaling marketing impact, building brand foundations, and establishing the company's presence and messaging for its new web3 venture in collateralized tokenized stocks. Initiated new marketing channels, lead funnels, and media buys.
• Product/BD – Proposed revenue-generating features and competitive differentiators. Advised on token/NFT plans. Facilitated crypto-focused sales and partnerships.

Product Marketing Manager @ BitMart Exchange (New York, NY, USA)   Jul 2021 – Feb 2022
• Product/Ops – Responsible for all token listings and their life cycles on the exchange. Administered 170+ token listing operations. Audited token quality, compliance, and market fit. Scheduled feature launches based on available resources. Set listing price, decimals, min withdrawal, and related fees for each token. Monitored token health, impact, and liquidity. Gathered UX feedback and institutional integration requirements to improve product and retention programs.
• Marketing/BD – Fast-tracked token listings. Managed a team of 5 and devised customized marketing campaigns. Facilitated institutional partnerships and accommodated technical requirements. Initiated new branding efforts through conducting live CEO/KOL interviews, representing the company as a panelist, sponsoring hackathons, and hosting company events.
• Comms – Standardized processes and announcement formats. Initiated brand refresh efforts and built support escalation channels.

President/Cofounder @ KryptoGO (San Mateo, CA, USA)   Apr 2019 – Jul 2021
• Grounded the company in the US and built local relationships with potential investors and clients. Represented the company in pitching to VCs at Draper University, SF Blockchain Week, UC Berkeley, and various angel funds.
• Product – Initiated a B2C product line to bridge traffic, accessibility, and reputation to our core B2B RegTech service offerings.
• Growth/Marketing – Rebranded company identity and mission for easier sales. Applied for and attended Berkeley Blockchain Xcelerator. Acted as the point of contact for US Market Access Center. Presented our product at CES 2020.

Regional Manager NA @ Bincentive (Taipei 101, Taiwan)   Feb 2019 – Jul 2021
• Built scalable CR infrastructure using HubSpot CRM, Zendesk live chat/ticket system, AI bots with customized HTML, CSS, and JS. Created EN, CN, KR help centers for member and event sites. Drafted documents including legal terms, white papers, privacy policies, token transparency compliances, sales & app store materials.
• Product/Marketing – Researched market trends to drive product strategy. Monitored product health and uptime. Submitted redesigns based on GA, QA, and user feedback using Jira, Redmine, and Zeplin. Designed and implemented bounties/airdrop programs. Initiated new marketing channels including Reddit, Bitcointalk, and Telegram (from 0 to 5k). Consolidated email marketing campaigns using Mailchimp. Optimized SEO through responsiveness/structure redesign, link building, and press releases.
• Client Relations/BD – Managed global databases and communities. Troubleshot events and promos. Converted leads into clients.

Business Operations @ Bench Accounting (Vancouver, BC, CA)   Dec 2017 – Oct 2018
• Represented the point of contact for our SaaS product. Administered client finances up to ~10M in annual expenses.
• Strategy – Profiled clients to help allocate workforce utilization. Analyzed internal metrics and hiring criteria using R and Tableau. Created live performance dashboards and communicated actionable insights with stakeholders.
• Marketing/Ops/BD – SEO auditing, internal backlinking, and content formatting. Onboarded clients under 24-hour turnaround time and exceeded monthly targets. Used Zendesk/Drift/Salesforce in lead funneling, client qualification, and pricing customization.

Product Manager @ Hotpot Finance (Remote)   Jun 2020 – Jul 2021

Project Manager @ LA County Assessor's Office (Los Angeles, CA, USA)   Sep 2015 – Nov 2015
• Redesigned HTML website in PHP for more streamlined and secured backend data storage. Saved stakeholder an estimated ~$40k bid.

Web Developer @ USC Viterbi School of Engineering (Los Angeles, CA, USA)   Jan 2016 – May 2017