

Michael Calmis

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Accomplishments

- Wrote the entire new brand identity as a part of Poloniex's brand refresh.
- Achieved a consistently high SEO ranking for articles written and a Position Zero search ranking for an article about a prominent blockchain project.
- Grew Poloniex's Medium following by 50%.
- Conceptualized and ran the entire go-to-market marketing plan for a new staking product.

Skills

Campaign management	Copywriting	Social media strategy	Content strategy
SEO/SEM strategy	Content writing	Go-to-market strategy	Chinese (Mandarin)

Experience

Poloniex

January 2022 – June 2023

Content Writer

Poloniex is a centralized cryptocurrency exchange offering spot and derivatives trading to a global customer base.

- **Ideated and ran the Poloniex blog and weekly newsletter**, coming up with the entire content structure for both, as well as designing the newsletter.
 - **Increased blog readership by 50%** by ideating and publishing timely content based on industry trends and reader interests.
 - **Achieved consistently high SEO rankings** and a **position 0** search ranking for an article on a prominent blockchain project.
- **Managed the entire Poloniex brand identity refresh**, writing an entirely new brand identity with a new slogan, mission and vision statements, and company history and values statements.
 - **Conducted in-depth, brand-focused interviews** of newer and longtime Poloniex employees in order to capture the essence of the company's culture.
 - **Collaborated with regional managers** in various markets all over the world to incorporate customer sentiment and view of the brand.
- **Ran the go-to-market marketing plan for a staking product**, working across multiple departments and coming up with the campaign's identity and key visuals.
 - **Collaborated with our Head of Product and Head of International Markets** to identify key points and customer segments in order to tailor messaging.
 - **Ideated campaign identity and key visuals**, "Don't just HODL your crypto, GROW your crypto!".

- **Wrote all email messaging, blog communications, press releases, Poloniex website notifications and banners**, and worked with our social media manager to come up with all of our social media messaging.

Horizen

July 2021 – January 2022

Freelance Digital Marketing Specialist

Horizen is an interoperable blockchain ecosystem leveraging zero-knowledge technology for a variety of use cases.

- Collaborated with Horizen Labs on **strategic event planning for a hackathon**, working with their marketing team and developer relations manager to ideate on how to best reach their audience.
- **Facilitated key partnerships between Horizen Labs and renowned hackathon platforms**, Gitcoin and Dorahacks, streamlining communication and ensuring alignment of objectives.
- **Identified and addressed challenges related to Horizen's readiness**, providing insights and recommendations to optimize the collaboration with hackathon platforms.

Solv Protocol

July 2021 – January 2022

Freelance Digital Marketing Specialist

Solv Protocol is an on-chain funding platform unlocking liquidity and yield across different asset classes.

- **Spearheaded the translation and localization of key announcements** from Chinese to English, ensuring effective communication to a global audience and enhancing brand visibility in English-speaking markets.
- **Authored impactful announcements and promotional content**, aligning with Solv Protocol's brand voice and mission to foster community engagement and drive project awareness.
- **Developed a comprehensive growth strategy tailored for Reddit**, positioning Solv Protocol for potential expansive community outreach and engagement on one of the largest online platforms.

RedBlock

July 2020 – September 2021

Marketing Associate

RedBlock is an investing and FinTech firm that leverages asset tokenization for fundraising and investments.

- **Conceptualized an interview series** covering security tokens in partnership with a media partner.
- **Wrote weekly industry newsletter** and company announcements.
- **Coordinated multiple AMAs** for client projects.

Education

Graduated: March 2018

B.A. Chinese, University Of California, Santa Barbara

TMP Certificate (Technology Management Program)