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Professional Profile

Strategic communications and technology leader specializing in brand reputation defense, misinformation management, and AI-driven community strategy. Built Ledger's Defensive Communications function from inception into a global program, creating scalable frameworks that empower teams to respond rapidly and credibly during high-stakes moments. Skilled at bridging product, marketing, legal, and customer success to deliver unified, defensible messaging across channels. Known for designing systems that combine human moderation, automation, and AI to safeguard reputation, strengthen community trust, and drive product adoption.

Skills Overview

- **Communications & Brand:** Crisis Communications, Reputation Management, Community Engagement (Reddit, Discord, Twitter/X, Youtube), Knowledge Management Systems, Content Strategy, SEO, Generative Engine Optimization (GEO)
- **Leadership & Enablement:** Vendor & Team Management, Executive Briefings, Workshops, Internal AI Education, Cross-functional Alignment
- **Technical Tools:** Python, JavaScript/React, OpenAI API, SQL, Figma, CMS, AWS, Web3, Tokenomics

Professional Experience

Defensive Communications Manager
Ledger | July 2024 – Present

- Built the department's foundation from scratch: playbooks, workflows, vendor partnerships
- Reduced response times by 70% (Q1→Q2 2025) with streamlined workflows and approved messaging
- Designed and deployed cross-functional FAQ/brand response database (AppSheet) used across PR, Support, Social, and affiliates
- Directed global moderation strategy, overseeing vendors moderating millions of annual interactions across Reddit, Discord, and X
- Co-developed AI-powered phishing detection system projected to deliver 1M+ proactive alerts annually
- Launched Community Notes and education initiatives that doubled social reach YoY and improved brand credibility
- Partnered with executives and cross-functional leaders to align rapid-response strategies during launches and sensitive events

Developer & Project Lead - www.velcrafting.com
Independent Consultant | April 2021 – Present

- Built open-source tools, platforms, and blockchain systems with tokenomics
- Created AI-driven utilities to optimize workflows and improve community engagement
- Led digital event coordination and strategic content development for Web3 startups
- Guided marketing and brand-building efforts for online communities

Developer, Front-End Designer & Researcher
Nutel Solutions | August 2023 – March 2024

- Developed educational AI tutor-agent for finance team
- Introduced Figma into full-stack workflow for development and creative teams
- Authored technical process documentation to ease onboarding to new tools

IT Director
Mike Maroone Automotive | June 2018 – April 2021

- Directed IT operations for 5 dealerships (400+ users), consolidating fragmented systems into a unified cloud-based domain
- Oversaw multimillion-dollar modernization: Cisco Meraki/Fortinet migration, VoIP rollout, Windows 10 upgrade, all with zero downtime
- Cut employee onboarding from 3–4 weeks to 3 days (>80% faster) through streamlined provisioning
- Negotiated vendor contracts across 5 providers, reducing IT costs by ~20% annually
- Managed technical operations for a major store renovation with uninterrupted sales throughput

Select Project & Highlights

- **Risqpost** (AI brand risk detection system)**;**
- **Crimson Odyssey** (Amazon-published manga via generative AI & Figma)**;**
- **AI Tutor Agent** (custom OpenAI onboarding tool at Nutel)**;**
- **Cloud/VoIP Overhaul** (enterprise IT upgrade across 5 dealerships)**.**