

# Simon Green

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[LinkedIn Profile](#)

Digital Marketing "Swiss-Army Knife"  
[SimonGreen.gamechangermedia.net](http://SimonGreen.gamechangermedia.net)

## EXPERIENCE

### **Dapper Labs/NBA Top Shot, Vancouver, Canada (Remote) - Digital Marketing Specialist**

NOV 2024 - CURRENT

- Managed and optimized email marketing campaigns by building custom audiences, crafting engaging copy, and driving increased conversions through tailored messaging.
- Directed social media strategy and content creation for all social channels
- Increased engagement on TikTok - 230% increase in views, 310% increase in likes.
- Expanded Instagram reach by 40,000 accounts
- Increased X engagement, impressions, and likes by 100% to 200%
- Produced high-quality video and graphic content to support marketing initiatives, driving engagement across digital channels, using AI tools where applicable
- Coordinated and executed promotional events and giveaways, boosting user participation and brand loyalty within the collector community.
- Delivered customer support across X, Instagram, and Discord, enhancing community engagement and fostering positive user relationships.

### **Sostento, Montclair, NJ (Remote) - Digital Marketing & Project Manager**

SEP 2019 - MAY 2024

- Spearheaded and managed comprehensive marketing campaigns across digital platforms.
- Designed and launched a unique fundraising campaign, raising over six figures and securing partnerships with prominent entities like Sotheby's and ArtBlocks.
- Led web development projects for partner organizations, delivering timely media assets and information portals.
- Pioneered a new marketing channel through live-streaming webinars, strengthening partner relationships and increasing audience engagement.
- Collaborated closely with the CEO on strategic initiatives, playing a key role in shaping company direction and growth.
- Produced and edited longform and shortform multimedia video

## SKILLS

Digital Marketing Strategy &  
Campaign Management

Partnership Development &  
Collaboration

Lead Generation & Funnel  
Optimization

Multimedia production &  
Video Editing

Cross Functional Collaboration

Live Streaming Webinars &  
Audience Engagement

Digital Marketing Platforms &  
Tools

Futures and Options Trading  
Knowledge & Experience

## TECH STACK

Premiere Pro, Descript,  
Riverside, Audacity,  
Streamyard, Restream,  
Photoshop, Canva, Figma,  
Customer.io, Mailchimp,  
Google Analytics, Webflow,  
Wordpress, cPanel, Buffer,  
Hootsuite

## LANGUAGES

campaigns, driving brand awareness and outreach.

- Developed and optimized the fundraising marketing funnel to maximize donor engagement and contributions.
- Facilitated team-building exercises and provided training in new software tools, enhancing team capabilities and productivity.
- Known as a versatile “jack of all trades,” consistently adapting to and fulfilling diverse operational needs.

English, Portuguese, Spanish

### **InSTEDD, Sunnyvale, CA (Remote) — *Digital Marketing & Media Production***

MAY 2015 - SEP 2019

- Led a variety of digital production efforts, including story-driven video creation, multi-language animated video production, copywriting, graphic design, and developing online marketing strategies.
- Collaborated on the production of newsletters and multimedia content to support outreach and organizational goals.
- Assisted in the logistics and event coordination for two major live events: an international Hackathon in Myanmar and a Drone Discovery Event with Cisco in California.
- Played a key role in delivering impactful content and seamless event execution, supporting both international and domestic initiatives.

### **EDUCATION**

#### **University of Massachusetts Amherst, Isenberg Business School, Amherst, MA — *BA in Marketing***

MONTH 2002 - MONTH 2006

Cum Laude