

# Bethany Ren.

**Full Stack Marketer and Technically  
Adept Crypto Professional**

## Education

**A.A Mass Comm**                      **B.A.x Marketing**  
Lincoln Land – 2015                  2017

**B.A. Asian Studies: Culture  
and International Marketing**

Florida International  
University 2023

## Skills

|                      |                           |
|----------------------|---------------------------|
| Growth Marketing     | Copy Writing              |
| Brand Strategy       | KPI & Data Analysis       |
| Community Management | High Lvl Crypto Knowledge |
| Influencer Marketing | Social Media Strategy     |
| Email Marketing      | Full-Stack Marketing      |

## Accomplishments

**Certified Crypto Marketing Professional**

Blockchain Council – #46644223

**Glocal Client Roster**

I've worked with thousands of clients in APAC, EMEA, NAM, and LATAM

**Language Skills**

English (Native), Spanish (Limited), Mandarin (Learning)

## Experience

2020 – PRESENT | MAREN ALTMAN LLC | NEW YORK CITY, NY

**Chief of Marketing and Operations**

- Planned, developed, implemented and monitored the overall business marketing strategy
- Built and developed brand partnerships and nurtured high profile connections
- Focused on generating and increasing revenue, generated 18,000% increase in profit YoY
- Strategized growth tactics for social media and the four brand websites I built
- Developed product offerings, sales strategies, and copy in the Crypto and NFT niche

AUG 2019 – JULY 2020 | JAY SHETTY MEDIA | LONDON, UK

**Head of Growth Marketing**

- Designed, presented, launched, maintained, and measured innovative growth strategies
- Used growth strategies to meet goal of enrolling 10,000 members on the newly launches SaaS
- Designed and strategized a proprietary interface member referral program
- Provided direction and guidance in the launch of the Genius App and Website Redesign

2015 – 2019 | HER SOCIAL APP | SAN FRANCISCO, CA

**Head of Social Media Strategy**

- Developed a social media strategy which increased the following and increase app downloads 200%
- Designed, managed, and analyzed paid social ad campaigns to drive page growth and app downloads
- Spearheaded a social campaign and a social optimization strategy during the company rebrand
- Created 15 global groups which initiated local conversation and promoted organic app growth

2015 – 2018 | HOMETOWN MARKETING AGENCY | MIAMI, FL

**Chief of Marketing and Operations**

- Led all segments of the marketing procedures for multiple locations on a national level.
- Built, developed, and enhanced strategic plans for five departments: management, sales, editorial, operations & production
- Managed a large national team of 150+ people and fostered healthy a team morale
- Designed and developed a new product which generated 25% of the yearly revenue on launch day
- Recruit, onboard, and train team including designers, sales team, managers, editors, and operations/admin team.

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## Testimonials

"Bethany is a superstar! Not just because her work is akin a modern-day O'Keef or the next generation's Sturtevant, but because Bethany is the whole package..."

**Jeff Villegas, CEO Sales Rebellion**

"Bethany's combination of innate creativity and high-level business expertise make her an absolute force..."

**Maren Altman, CEO**

"Bethany's knowledge of growth, social media and marketing is out of those world. She calls trends before they happen and has the ability to work on multiple projects with the same high level of quality for each. It was great having her on my team – she managed to stay engaged independently and remotely while delivering on goals. Couldn't recommend her more highly."

**Shana Sumers, HER APP**

[View More on LinkedIn](#)

## Notable Work

MAR 2019 – MAY 2021 | SALES REBELLION | ORLANDO, FL

### **Senior Brand Strategic Designer**

- UI/UX Web and App Design and Functionality
- Designed Brand Guidelines, Materials, Course Slides, Course Materials, Sales Collateral Materials, Documents, Business Cards, Print Banners, Comic Strips, App Icon, Resume Templates, and Social Media Graphics
- Copywriting on website, assets, social media and marketing campaigns
- Designed Experimental Marketing Assets

2021 | FEROCITY | ORLANDO, FL

### **Brand Strategist and Designer**

- Full-Stack Brand Design
- Designed Sales Collaterals, Operations Structure, and Training Guidelines
- Website optimization, redesign, rewriting copy, implementing SEO
- Developed Strategic partnership and networking guidelines

2020 – 2021 | ANDROMEDA HQ | NYC, NY

### **Chief Strategy Officer**

- Develop strategic business plan, corporate budget, job descriptions, company structure, training processes, HR guidelines, and pay structure
- Outline multi dimensional goals: weekly, monthly, quarterly, yearly, longterm. For: Fundraising, growth, partnerships, social media, sales, and networking
- Establish fundraising directives and connections
- Draft initial legal documentation: NDA's, Non-Compete's, Partnership Contracts, Payment Contracts, PR Contracts, Media Contracts, etc
- Recruit, onboard, and train team including designers, copywriters, engineers, operations, and customer service.

2020 | WORMHOLE APP | SAN FRANCISCO, CA

### **Chief Technical Marketing Officer**

- Design and Built PWA (App) and Website from 0-100.
- Custom Coded Member Blog Submission API with Blog Filtering Functionality
- Built all assets, API's, and functionality using Javascript, HTML, and CSS
- Designed marketing strategy, pricing strategy, and membership growth strategy

# Bethany Ren.

*Marketing and Operations Strategist*

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## Professional References

***Maren Altman***

maren@marenaltman.com

*Reference Letter Attached*

***Dale Dupree***

Co-Founder of Sales Rebellion

dale@thesalesrebellion.com

***Tammy Tuttle***

Hometown Publishing

*Reference Letter Attached*

***Shana Summers***

Head of Community at HER APP

*Reference Letter Attached*

***Clarissa Williams***

COO and VP at AHP

*Reference Letter Attached*

To protect high profile references,  
select phone numbers are only  
available upon request.

**Please check LinkedIn for more  
testimonials and endorsements.**

**Reference letters can be found on  
LinkedIn or requested.**