New York, NY
Bushwick, Brooklyn

Joseph Bender

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PROFESSIONAL EXPERIENCE

Daylight — **Social & Community Lead** — **Apr 2025 – Mar 2026**

- Owned social media calendar, developing platform-specific strategies that drove engagement & growth.
- Designed, built, and scaled community strategy across Discord, Telegram, and other relevant platforms.

DIMO — **Head of Content** — **Nov 2023 – Apr 2025**

- Managed all external content and social channels, producing blogs, video, thought leadership, and newsletters.
- Served as product marketing manager, promoting the DIMO Mobile app and DePIN hardware devices.

Stacks — **Community Lead** — **Apr 2020 – Apr 2023**

- Developer ally committed to empowering engineering talent to build applications on Stacks.
- Marketing Manager responsible for custodianship of company blog, social profiles, and email newsletter.
- Community leader that mentored projects, hosted in-person events, socialized updates, and informed strategy.

consensys — **Marketing Manager** — **Jul 2017 – Feb 2020**

- Served as a digital strategist responsible for leveraging social engagement to promote ConsenSys products.
- Strategic advisor to the CEO. Managed Joe Lubin's Twitter and provided marketing services to incubated projects.

EDUCATION

University of Pittsburgh — **Masters in Information Science (MSIS)** — **Aug 2015 – Dec 2016**

- Coursework: Search Engines, Web Standards, XML, Decision Analysis, Social Data Analytics, Human Factors, Algorithms, Software Testing, Geospatial Info Systems, Intellectual Property, Interactive Design.

PROJECTS

DIMO Growth Campaigns

- Coinbase Learn - Created curriculum and crafted GTM strategy for explosive growth and brand awareness.
- Base Migration - Announced chain migration, getting access to an entirely new community and pool of devs.

Hiro Blog Configuration

- Facilitated the creation, content generation, management, and promotion of Hiro content and the blog property. Worked with writers and engineers to brainstorm possible pieces, shepherding them from idea to finalized article.
- Established MOPS capabilities, analyzing engagement rates on various content types & categories to steer company strategy as well as content focus areas.

ConsenSys Social Media Growth Strategy

- Managed @ethereumJoseph Twitter account. Generated significant audience engagement by posting Ethereum development updates, sharing relevant photos & videos, live-tweeting events, and recommending articles. Increased follower count from 18k in September 2017 to 112k in February 2020.

Social Campaigns:

- DIMO D2 Launch - Managed brand overhaul, blockchain migration, sensitive user comms, and Coinbase Learn.
- NFT.NYC - Launched a commemorative NFT collectible for redemption on-site and on Twitter.
- "Hiro Happy Hours" - Moderated weekly Twitter Spaces interviews with guest speakers from web3.

SKILLS

Familiar Blockchain Concepts: DAOs**,** NFTs, community governance, consensus mechanisms, DeFi protocols, DEXs, mining economics, zero-knowledge proofs, game theory, self-sovereign identity, token standards, creator royalties.

AI Stack: Claude Cowork/Code, ChatGPT, Google Gemini, Elevenlabs, Midjourney, Runway, Figma AI, Grok, Openclaw.

Personal Interests: Virtual Reality, Reddit moderation, video production, photography, rock climbing, classical violin, PC building, angel investing, songwriting, snowboarding, camping, College Ultimate Frisbee National Champion 12' & 13'