

JASON HSU

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BACKGROUND

University of Southern California - BS in Computer Science, Business Administration
UC Berkeley Blockchain Xcelerator, Taiwan Tech Arena, US Market Access Center, Draper University, Plug N Play

EXPERIENCE

Head of Growth & Marketing @ Yei Finance (New York, NY, USA) May 2024 – Present

- Growth/Marketing – Reached #1 in TVL on Sei within 2 months since launch (peak 140M+). Created content guidelines and grew X (0 to 17k) and Discord (0 to 11k). Acted as Yei's spokesperson on socials (spaces with OKX, Bitget, etc.). Built and managed mod and ambassador programs. Enhanced technical and co-marketing partnerships (LST, DEXs, wallets, oracles, stables, etc.). Guided GTM strategies, quests (Galxe, Zealy, Intract, Task2Get), and the team's execution. Liaised community feedback, bugs, and fixes.

Head of Growth & Marketing @ ADX Labs/Abey Foundation (New York, NY, USA) May 2023 – Present

- Growth/Marketing – Established and scaled marketing channels with partners and contractors. Revamped website and engagement funnels. Launched grant and ambassador programs. Onboarded ecosystem projects and facilitated the largest historical raise on GemPad.
- Product/Ops – Created feature roadmap for an L1 EVM blockchain and managed its development. Onboarded MMs, exchanges, etc.

Director, Growth & Partnerships @ Alpaca Markets (New York, NY, USA) Feb 2022 – Nov 2022

- Growth/Marketing – Responsible for scaling marketing impact, building brand foundations, and establishing the company's presence and messaging for its new web3 venture in collateralized tokenized stocks. Initiated new marketing channels, lead funnels, and media buys.
- Product/BD – Proposed revenue-generating features and competitive differentiators. Advised on token/NFT plans. Facilitated crypto-focused sales and partnerships.

Product Marketing Manager @ BitMart Exchange (New York, NY, USA) Jul 2021 – Feb 2022

- Product/Ops - Administered 170+ token listing operations. Audited token quality, compliance, and market fit. Scheduled feature launches based on available resources. Set listing price, decimals, min withdrawal, and related fees for each token. Monitored token health, impact, and liquidity. Gathered UX feedback and institutional integration requirements to improve product and retention programs.
- Marketing/BD - Fast-tracked token listings. Managed a team of 5 and devised customized marketing campaigns. Facilitated institutional partnerships and accommodated technical requirements. Initiated new branding efforts through conducting live CEO/KOL interviews, representing the company as a panelist, sponsoring hackathons, and hosting company events.
- Comms - Standardized processes and announcement formats. Initiated brand refresh efforts and built support escalation channels.

President/Cofounder @ KryptoGO (San Mateo, CA, USA) Apr 2019 – Jul 2021

- Grounded the company in the US and built local relationships with potential investors and clients. Represented the company in pitching to VCs at Draper University, SF Blockchain Week, UC Berkeley, and various angel funds.
- Product - Initiated a B2C product line to bridge traffic, accessibility, and reputation to our core B2B RegTech service offerings.
- Growth/Marketing - Rebranded company identity and mission for easier sales. Applied for and attended Berkeley Blockchain Xcelerator. Acted as the point of contact for US Market Access Center. Presented our product at CES 2020.

Regional Manager NA @ Bincentive (Taipei 101, Taiwan) Feb 2019 – Jul 2021

- Built scalable CRM system using HubSpot, Zendesk, and AI bots with customized HTML, CSS, and JS. Created EN, CN, KR help centers for member and event sites. Drafted documents including legal terms, white papers, privacy policies, token transparency compliances, sales & app store materials.
- Product/Marketing – Researched market trends to drive product strategy. Monitored product health and uptime. Submitted redesigns based on GA, QA, and user feedback using Jira, Redmine, and Zeplin. Designed and implemented bounties/airdrop programs. Initiated new marketing channels including Reddit, Bitcointalk, and Telegram (0 to 5k). Consolidated email marketing campaigns using Mailchimp. Optimized SEO through responsiveness/structure redesign, link building, and press releases.
- Client Relations/BD - Managed global databases and communities. Troubleshoot events and promos. Converted leads into clients.

Business Operations @ Bench Accounting (Vancouver, BC, CA) Dec 2017 - Oct 2018

- Represented the point of contact for our SaaS product. Administered client finances up to ~10M in annual expenses.
- Strategy - Profiled clients to help allocate workforce utilization. Analyzed internal metrics and hiring criteria using R and Tableau. Created live performance dashboards and communicated actionable insights with stakeholders.
- Marketing/Ops/BD - SEO auditing, internal backlinking, and content formatting. Onboarded clients under 24-hour turnaround time and exceeded monthly targets. Used Zendesk/Drift/Salesforce in lead funneling, client qualification, and pricing customization.