JASON HSU

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BACKGROUND

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

EXPERIENCE

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

• Led GTM strategy scaling TVL to $140M in <60 days ($400M+ peak). Built and owned core channels: X 0 → 50k, Discord 0 → 25k. Built content, community, ambassador, and moderator programs. Acted as Yei's public voice on stages with OKX, Bitget, and other T1 partners.
• Drove co-marketing and technical partnerships (LST, DEXs, wallets, oracles, stablecoins). Ran quest-based acquisition campaigns (Galxe, Zealy, Intract, Task2Get) and points programs. Delivered crisis-response communications, feedback, bug reports, and fixes.

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

• Built partner-led growth channels and revamped conversion funnels. Launched grant and ambassador programs to onboard ecosystem projects (5 → 20+). Managed agencies, contractors, and resource allocation. Enabled the largest historical raise on GemPad.
• Reduced annual burn by 1M+ while extending roadmap for an L1 EVM chain. Integrated MMs, exchanges, custodians, security partners.

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

• Established brand, messaging, and acquisition strategy for new web3 products, including crypto trading API and collateralized tokenized stocks. Built new marketing channels, lead funnels, and paid media experiments. Launched crypto-native socials (7k+ community with above-industry ER).
• Delivered first brand activations at Consensus and Money20/20 with quantified ROI across impressions, leads, and MQLs. Initiated partnerships and campaigns (NFTs, POAPs, exchange endorsements, metaverse experiences). Planned DeFi GTM launch driving 1.5k sign-ups in 2 weeks.
• Proposed revenue-generating features and unique growth engines. Advised on token/NFT plans.

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

• Led 170+ token listings across pricing, compliance, and liquidity. Served as DRI for token/feature launches, owning scheduling, listing parameters, liquidity health, and post-launch feedback integration across product and institutional partners.
• Managed a 5-person team across listings, marketing, and partnerships. Initiated the company's first live content and event programs across CEO/KOL interviews, AMAs, panels, hackathons, and conferences.
• Standardized launch communications and op workflows. Introduced brand refresh efforts and support escalation channels.

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

• Established US operations. Pitched to VCs and angels across SV ecosystem (Draper U, SF Blockchain Week, UC Berkeley, etc.).
• Rebranded company identity and mission for easier sales. Represented company at accelerators (BBX, USMAC, TTA), demo days, and CES 2020.
• Initiated B2C product funnel supporting core B2B compliance services.

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

• Built global CRM and multilingual support infrastructure (EN/CN/KR) from scratch using HubSpot, Zendesk, and AI bots.
• Authored customer and compliance-facing documentation (legal, whitepapers, token transparency, sales and app store materials). Translated market research, analytics, and user feedback into redesigns, SEO optimizations, lifecycle programs, bounties/airdrops, and new channel launches (Bitcointalk, Telegram 0 → 5k, Mailchimp, Reddit). Converted leads into clients.
• Managed global databases and communications. Troubleshot events and promos.

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

• Owned client-facing operations for a bookkeeping SaaS, managing ~$10M in client books and serving as primary customer contact.
• Executed <24-hour client onboarding, lead qualification, and pricing workflows across Zendesk, Drift, and Salesforce. Performed SEO audits and improvements.
• 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.