



Matthew Ball

Designer, Marketer, Creative



Website
matthewball.me



LinkedIn
in/matthewball47

EDUCATION

Miami University, Farmer School of Business

GPA: 3.33

- Marketing Major & Interactive Media Studies Co-Major
- RedHawk Excellence Scholarship Recipient
- Dean's List, Honor Society Qualifier
- Delta Chi Fraternity - Press Relations Chair

Oxford, OH

August 2016-present

Draper University

Entrepreneurship Immersion Program

San Mateo, CA

June 2018-present

WORK EXPERIENCE

BStreet.io

Developer/Blockchain Analyst Intern

- Assisted VC Draper Dragon seed-funded startup as their first intern
- Designed and developed a revolutionary cryptocurrency price-checking wiki website
- Supported in all capacities ranging from company strategy to marketing
- Researched cryptocurrencies, whitepapers and assessed each coin's application of blockchain for the wiki

San Mateo, CA

June 2018-present

Block Key Capital, LP

Founding Partner, Chief Marketing Officer

- Developed brand identity and marketing strategy for our firm operating in crypto-asset space
- Networked with investors at events, conferences, and scheduled meetups to help raise over \$500,000 AUM
- Provided investment services and data analysis in the blockchain industry

Chicago, IL

November 2017-present

Nú Expression

Marketing/Web Design Intern | Freelance Developer

- Created and designed individual web pages with responsive design
- Designed graphics and elements in Photoshop, Illustrator, and InDesign
- Stylized WordPress themes with custom CSS and Sass

Winston-Salem, NC

August 2017-present

Website & App Developer

Created 'History for iOS' in App Store (17.2K Downloads)

- Created app with in-depth information on every software and product release Apple has pushed to the public
- Received favorable review from the popular site, MacTrast.com

Winston-Salem, NC

2012-present

Founder and Editor-in-Chief of TechLifeBlog.com (236K Pageviews)

- Composed over 100 posts on a variety of tech topics, including iOS/OS X help and app reviews
- Attracted 100+ advertisers and was featured on multiple news outlets

COLLEGIATE EXPERIENCE

Miami University Blockchain Club (MUBC)

- Co-Founder

2017-present

Miami Business Enterprises (MBE)

- Executive Board Member
- Technology Director

2016-present

HONORS

- Gold Presidential Service Awards (2x Recipient) (250+ hours of service in a year)