

MATTHEWBALL



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EDUCATION

Miami University, Farmer School of Business

GPA: 3.38

Oxford, OH

August 2016-May 2020

- **Double Major: Marketing & Interactive Media Studies**
- Redhawk Excellence Scholarship Recipient
- Dean's List & Honor Society Qualifier

Relevant Coursework: Creativity & Innovation (ESP 103), Design Thinking (CCA 111), Web Interaction Programming (IMS 257), Design Principles Applied (IMS 254), User Experience Research (IMS 315), Consumer Behavior (MKT 325)

Draper University

Entrepreneurship Immersion Program

San Mateo, CA

June 2018-August 2018

- Admitted to selective summer program in conjunction with BStreet.io incubator internship
- Lived and attended workshops within a unique community of dynamic entrepreneurs and startup professionals

TECHNICAL SKILLS

- Experience with designing and creating in Adobe Creative Suite programs (Photoshop, Illustrator, InDesign)
- Proficient knowledge of web & app development (HTML, CSS/Sass, Javascript, PhoneGap, Framework7)
- 6+ years of extensive experience with content management system Wordpress
- Well versed in inbound marketing customer relationship management software HubSpot

PROFESSIONAL EXPERIENCE

Block Key Capital, LP (blockkeycapital.io)

Founding Partner, Chief Marketing Officer

Chicago, IL

November 2017-present

- Collaborated with fellow university Blockchain Club founders to create an investment firm providing financial services and data analysis in the crypto asset industry
- Networked with investors at events, conferences, and scheduled meetups to raise over \$500,000 AUM
- Personally developed the brand's identity and marketing strategy with logo, website, press kit, and pitch deck

BStreet.io

Developer/Blockchain Analyst Intern

San Mateo, CA

June 2018-October 2018

- Oversaw the startup company in all capacities ranging from company strategy to website development, leading to a \$2 million evaluation at the end of the summer of 2018
- Reorganized branding and managed marketing for Draper Dragon seed-funded startup in an initiative to design and develop a revolutionary cryptocurrency price-checking wiki website

Nú Expression

Marketing/Web Design Intern | Freelance Developer

Winston-Salem, NC

June 2017-December 2017

- Engineered complete websites for local clients by stylizing WordPress themes with custom CSS and Sass
- Designed 120+ graphics and elements in Photoshop, Illustrator, and InDesign for a new eBook initiative

Website & App Developer

Created 'History for iOS' in App Store (19.3K downloads)

Winston-Salem, NC

2012-present

- Developed a reference app with information on every software and product release Apple has released
- Featured as "App of the Week" after a favorable review from the popular website, MacTrast.com

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

2012-2014

- 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 product/application web pages

COLLEGIATE INVOLVEMENT

- Co-Founder and Executive Board Member of Miami University Blockchain Club (MUBC)
- Executive Board Member and Technology Director of Miami Business Enterprises (MBE)
- General Member of Miami University Student Foundation (MUSF)