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## **Examples of projects where I've delivered content services**

- HedgeTrade
- Rublix Development
- Tron
- OKEx
- Alpha market.io
- Dondi
- Cryptocurrency Australia
- Arckadl
- Many others that are under NDA
- TruDex (mine, back burner)
- BlockwordPro (mine, reviving in January)

## **Published works samples**

Beginner's Guide to Trend Trading Crypto (ranks #1 on page 1 Google for 'trend trading crypto')

<https://hedgetrade.com/learn-trend-trading-for-crypto/>

DeFi Tokens Take Center Stage as Crypto Universe Leans In

<https://medium.com/okex-blog/defi-tokens-take-center-stage-as-crypto-universe-leans-in-bf13b412cae8>

Cryptocurrency Regulation Global Update (over 50,000 views)

<https://hedgetrade.com/cryptocurrency-regulation-global-update-2019/>

Will Coronavirus and Market Tensions Confirm Bitcoin as a Safe Haven?

<https://hedgetrade.com/coronavirus-market-tensions-and-bitcoin-as-safe-haven/>

Blockchain Tech - Breaking the Boundaries of Money

<https://hedgetrade.com/blockchain-tech-breaking-boundaries-of-money/>

5 Reasons Why Using Blockchain Makes Sense for Cannabis Extracts

<https://medium.com/cannabium/5-reasons-why-using-blockchain-for-cannabis-extracts-makes-sense-da9932eaa8ad>

End to End Encryption and the Quest to Ban It

<https://hedgetrade.com/end-to-end-encryption-ban-attempts/>

TruDex Pro Report on ICO for Smart Contract (ChainLink)

<https://www.docdroid.net/6cyC4Xy/pro-report-smartcontract-pdf>

The Ultimate Guide to Video Marketing

<https://valoso.com/ultimate-guide-to-video-marketing/> (co-wrote, edited)

5 Surefire Ways to Tell Altseason Has Arrived

<https://irishtechnews.ie/altseason-5-surefire-ways-to-tell-it-has-arrived/>

## Press Release Examples

<https://www.prnewswire.com/news-releases/bittrex-global-partners-with-hedgetrade-for-a-5-million-giveaway-301070294.html>

<https://hedgetrade.com/official-hedgetrade-beta-launch/>

<https://hedgetrade.com/alpha-market-meets-demand-for-fintech-freelancers/>

<https://hedgetrade.com/zilliqa-partnership-adds-zil/>

## High Quality Backlinks

<https://www.hercampus.com/author/top-5-most-influential-women-crypto>

<https://www.techrado.com/hedgetrade-platform-solves-the-problems-of-social-trading/>

<https://coinjoy.io/media/70/hedgetrade-platform-adds-new-twist-to-social-trading>

## Blog Editor

<https://hedgetrade.com/blog/> (current)

<https://cryptocurrencyaus.com/> (past)

<https://valoso.com/blog/> (past)

<https://www.trudex.io/> (current)

<http://blockwordpro.com/> (past and future)

<https://cannabismo.ca/> (past)

<https://boondocksbotanicals.com/> (current)

## White papers

Rublix: <https://github.com/rublixdev/whitepaper/blob/master/README.md> (edited/fleshed out)

Superalloys: <https://superalloy.io/static/whitepaper.pdf> (co-wrote, edited)

Tron: [https://tron.network/static/doc/white\\_paper\\_v\\_2\\_0.pdf](https://tron.network/static/doc/white_paper_v_2_0.pdf) (straight edit/final proof)

## Email drips

Have created multiple, successful email campaigns:

- Weekly crypto news email newsletter (33% open rate)
- Drip campaign for my line of herbal books with freebie lead in (30% subscription rate)
- Drip campaign for new users to a crypto trading platform (15% subscription rate)

## Lead Magnet

30%+ subscription rate for over 2 years, book has been a #1 in Botany for 4 years.

[https://www.amazon.com/gp/product/B016KUPTZ4/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i2](https://www.amazon.com/gp/product/B016KUPTZ4/ref=dbs_a_def_rwt_bibl_vppi_i2) Is also the base of a monthly passive income source 7 years running.

:



The image shows a landing page for a free gift. On the left is a book cover for "10 Wild Herbs For 10 Modern Problems" by Mary Thibodeau, featuring a purple thistle. The text on the page reads: "Receive your free gift below and start reclaiming the ancient wisdom of wild, medicinal herbs." Below this text are two input fields for "Name" and "Email", and a button that says "Free Gift is HERE".

landing page 201...

<https://mthibodeaug...>

mthibodeaugagnon

Published

Apr 27, 2016  
1:41 pm

3103 ▾

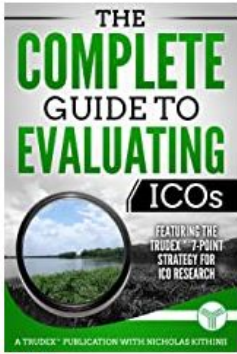
935 ▾

30.13% ▾

⋮

## E-books

## TruDex Exclusive



\$2.99

Kindle Edition



\$2.99

Kindle Edition

## Mary Thibodeau



\$2.99

Kindle Edition



\$3.98

Kindle Edition



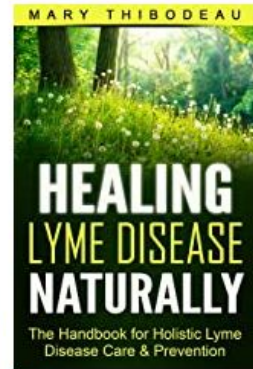
\$2.99

Kindle Edition



\$1.99

Kindle Edition



\$2.99

Kindle Edition



\$2.99

Kindle Edition

## SEO Experiences

- Ranked on page 1 of Google for “unstoppable domains” with HedgeTrade marketing team

Google search results for "unstoppable domains".

Search results include:

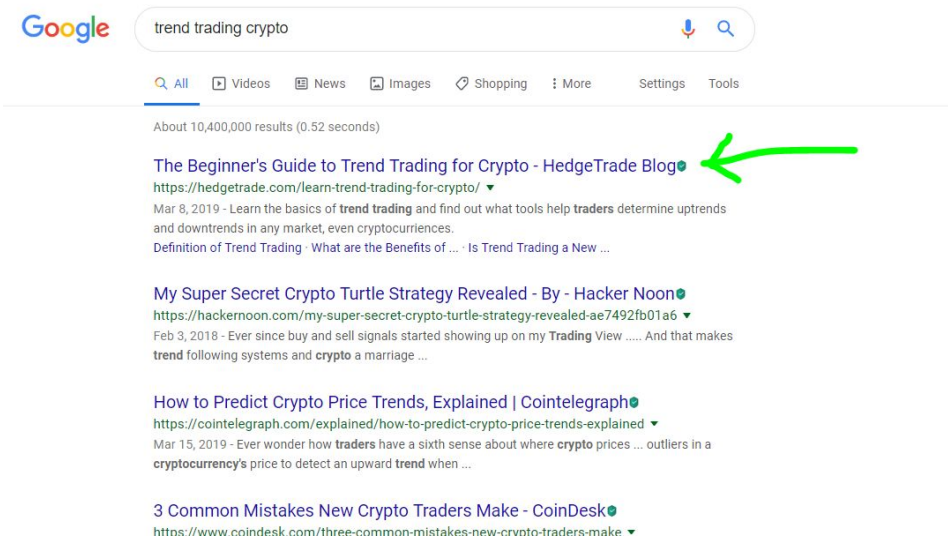
- Bradley Kam | Unstoppable Domains (Keynote, YouTube - Feb 5, 2019)
- Unstoppable Domains (Mr\_Kristof, YouTube - Jun 4, 2019)
- The truth about Unstoppable Domains being UNSTOPPABLE with ... (Mr\_Kristof, YouTube - May 21, 2019)

Search results also include:

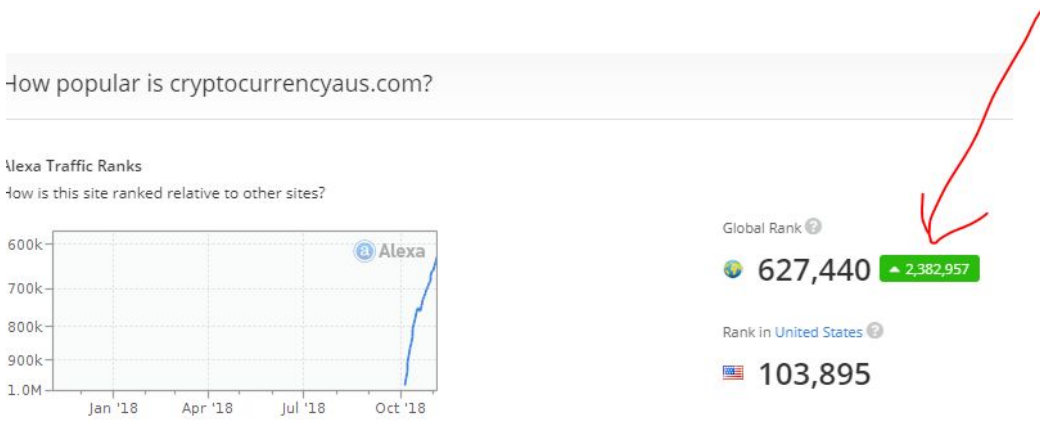
- Unstoppable Domains Announces the Top 60 Zilliqa ... - Yahoo Finance (https://finance.yahoo.com/.../unstoppable-domains-announces-top-60-221500763.ht... Jun 17, 2019 - Unstoppable Domains, a software company building domains on blockchains, today announced which 60 .zil domains it will auction on June ...)
- Unstoppable Domains To Hold First Auction For 'Uncensorable ...' (https://www.ethnews.com/unstoppable-domains-to-hold-first-auction-for-uncensorabl... Jun 20, 2019 - As a domain registry, Unstoppable Domains partnered with blockchain platform Zilliqa to offer users .zil domain names. Now Unstoppable ...)
- Unstoppable Domains and the End of Internet Censorship - HedgeTrade (https://hedge.trade.com/unstoppable-domains-ending-internet-censorship/ Apr 22, 2019 - Unstoppable Domains launched a new domain extension service that may end Internet censorship. Find out more about this blockchain based ...)

A green arrow points to the second search result: "Unstoppable Domains To Hold First Auction For 'Uncensorable ...'".

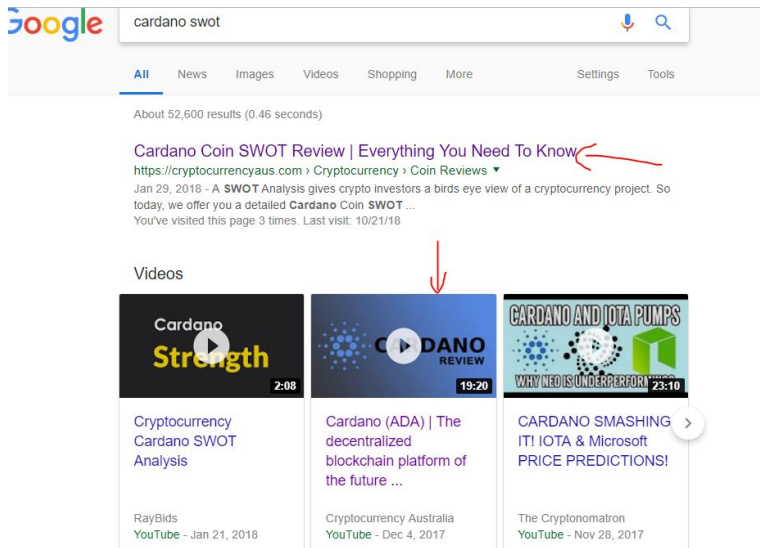
- Ranked on page 1, position 1 on Google for “trend trading crypto” with HedgeTrade marketing team.



- Updated blog content for cryptocurrencyaus.com in Sept/Oct of 2018, learning new SEO strategies from CEO and rehashing (adding and improving) the content, editing and enhancing SEO:



- Took multiple posts like this *Cardano Coin Swot Review* below and ranked them for keywords to top of page one, under guidance of cryptocurrencyaus.com founder:



- I edited, added and improved content and images, and fully optimized a series on Passive Income with Crypto: <https://cryptocurrencyaus.com/neo-passive-income/>.
- Proficient using web marketing and analytics tools such as Ahrefs, Google analytics & trends, Moz, UberSuggest, Hootsuite, BuzzSumo, Buffer, HARO.
- Extensive, crypto-focused sharing network on LinkedIn, Steemit and Twitter with experience using social media aggregators.

## Additional Experiences

- Managed writing teams with ESL writers:
  - <https://Trudex.io> (hired, managed, wrote, edited, SEOd)
  - <https://valoso.com/blog/> (managed, edited, wrote, SEOd)
- Co-wrote ICO Checklist for Trudex.io which was basis for our ICO assessment process (see snippet below or click on link for full view)  
<https://docs.google.com/spreadsheets/d/1YO9y8XXMpa4TJljhw2TjjohXuMoWLEzp-dP10tOdMw/edit#gid=0>



## Real World Problem Solved

- Problem is clearly identified
- Solution is clearly identified
- Multiple Use Cases Developed
- Demand is established
- Improvement Upon Competitors Shown
- Solution Shows Innovative Aspects



## Team Strength

- Ability to Execute is Demonstrated
- Broad Expertise is evident across multiple industries (i.e. technology, marketing, blockchain, project management, legal, etc.)
- Team members are transparent and/or have professional profiles on social media
- Industry specific experts are involved (i.e. If the project revolves around real estate, experienced professionals from that industry are c
- Engagement shown with community in social media (team members are involved with creating buzz)

- Co-Founded and developed business for a top rated blockchain content Upwork Agency, [BlockwordPro](#).
- Project managed the analysis of 90+ ICOs and co-created and edited a Pro Report for each, snippet of one shown below:

95%

## Marketing

IndaHash has attracted wide media attention, including being featured as a 'hot ICO' by numerous YouTube cryptocurrency influencers. Their target audience is clear. The startup's motive is well established with the goal in mind to tokenize the influencer marketing industry by replacing the traditional cash-fiat money-based reward and compensation system with tokenization.

IndaHash received a rare (for this stage in the ICO industry) nod from mainstream media in a [CNBC write-up](#), as well as being mentioned in industry-specific media outlets including [ICODrops](#) and [Coinspeaker.com](#).

84%

## Technology

IndaHash is already utilizing their social media marketing application to serve the 380,000+ influencers who are registered now with indaHash. Now they aim to tokenize the influencer marketing system with their own digital coins.

A code audit was conducted by Bok Consulting Pty Ltd. The results, which may be found [here](#), indicated that "No potential vulnerabilities have been identified in the crowdsale and token contract."

56%

## Business Model

Indahash shows many signs of successful past experiences in startup development and execution, while clearly demonstrating they have the industry knowledge needed for this project. However, they will need to address security procedures, especially in the light of recent ICO hacks.