

# CORY A. ROSS

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## EMPLOYMENT EXPERIENCE

Shima Capital, July 2022 - 2026

### CMO

Early-stage crypto/web3 VC with 180+ portfolio companies and a \$200M fund. Currently winding down.

- Lead marketing, communications, brand strategy, content, social, PR, thought leadership, and event strategy for one of the most active early-stage Web3 investment firms.
- Successfully launched Shima's \$200M fund with an exclusive in Blockworks and follow-on Tier 1 coverage in CoinDesk, Cointelegraph, BeInCrypto, and other major crypto publications.
- Advise portfolio companies hands-on across GTM strategy, positioning, launch planning, community, PR, KOL campaigns, social growth, token launch readiness, and market-facing narrative.
- Built and maintain relationships with Tier 1–2 crypto KOLs, media, market connectors, agencies, launchpads, and ecosystem operators across key global markets.
- Created practical templates, playbooks, and step-by-step guides enabling portfolio teams to run PR, influencer, content, and growth campaigns in-house.
- Helped scale one portfolio project from ~13k to 150k followers through structured growth-hacking, campaign design, and social distribution improvements.

### Select Portfolio Company Support

#### Momentum - Largest DEX on Sui

- Served as early hands-on marketing and growth advisor as Momentum evolved into the leading DEX on Sui.
- Helped interview and hire the project's first CMO, establishing senior marketing leadership from the outset.
- Initiated early X/Twitter growth tactics that contributed to the project's momentum toward ~350k followers.
- Supported early community development, moderator structure, and ecosystem-aligned growth execution.
- Advised the external marketing agency to align messaging, campaign strategy, and social execution with on-chain growth goals.
- Secured Tier 1 coverage in [The Block](#) alongside a complementary press release.

#### D3 - DomainFi / Tokenized Domains

- Supported TGE readiness through introductions to Coinbase, CEXs, launchpads, and strategic partners.
- Introduced a key media partner for Chinese and Korean markets, helping drive a large-scale Asian KOL campaign.
- Initiated Web3-native advertising, PR, and educational content efforts to broaden awareness and market understanding.
- Arranged strategic introductions that expanded awareness, partnership opportunities, and growth channels.

### **Goldilocks - DeFi protocol on Berachain**

- Advised through the rollout of Goldilend, the project's flagship lending app, including positioning, launch strategy, and content direction.
- Pushed for the creation of public product documentation to improve onboarding, reduce user confusion, and better communicate the protocol's mechanics.
- Encouraged the team to retain and grow active vaults rather than wind them down, supporting TVL, product stickiness, and market continuity.
- Helped shift the team away from a "major-announcement-only" social strategy toward a consistent, ecosystem-native content cadence that improved engagement and sentiment.
- Supported community activations such as Boker Night / Bera-Poker to align with Berachain culture and deepen user engagement.

### **Berachain**

- Secured media coverage around Berachain's first major "coming out" announcement, highlighting its initial \$42M raise and helping position the project as a flagship next-generation chain.

Tribal Finance (via Shima Capital), April 2024 – February 2025

### **Interim Executive Lead (acting CEO / COO / CMO) (via Shima Capital)**

- Stepped into a distressed Web3/RWA project where the token had been trapped since 2022, with repeated delays, frustrated community members, exchange complications, investor pressure, and broken stakeholder trust.
- Operated as de facto CEO, COO, and CMO while helping a new management team take over the project.
- Rebuilt and managed relationships across community, partners, exchanges, service providers, and institutional investors, including SoftBank and CB Ventures.
- Consolidated control of core operating assets, including domain, Figma, Google Workspace, AWS, Vercel, Beehiiv, and other infrastructure.
- Replaced the previous community team with a more experienced group and implemented a more credible communication cadence.
- Reinstated the newsletter, rebooted social channels, and launched regular real-name AMAs that addressed difficult community questions live and without scripted prep.
- Shifted community sentiment from openly hostile to cautiously constructive through consistent updates, visible execution, and transparent communication.
- Secured new exchange relationships and coordinated with CoinMarketCap and CoinGecko for proper listing, data flows, and market visibility.
- Guided a full website rebuild and helped reshape the white paper to better reflect the project's true roadmap, ownership reality, and go-forward plan.
- Led the process that finally released the token, allowing previously locked-in community members and investors to sell, reposition, or regain control after a roughly two-year wait.

Discreet Labs / Findora, July 2021 – July 2022

### **Director of Marketing**

Findora is an EVM-compatible Layer 1 using zero-knowledge proofs to enable on-chain confidentiality for stablecoins, wrapped tokens, NFTs, and DeFi.

- First senior marketing hire; inherited a small team and led internal staff plus agencies across PR, growth hacking, community, reputation, and content.

- Built a six-month marketing plan in collaboration with Engineering and Product, then developed GTM strategies for major protocol launches including EVM, staking, cross-chain bridge, and a \$100M ecosystem grants fund.
- Named and launched the Rialto Bridge, a cross-chain bridge between Findora and BSC.
- Designed and executed a \$5M FRA token incentive campaign using Gleam, PR, educational content, how-to materials, and community activation.
- Delivered ~30k new followers, a 30x spike in website traffic, and 40-50% growth across Telegram and Discord from the Rialto launch campaign.
- Grew X/Twitter from ~10k to 100k+ followers in under a year.
- Acquired the parked @Findora X/Twitter handle through backchannel outreach at no cost, upgrading the project's primary social identity from @findoraofficial.
- Built a consistent content engine, including Validator Spotlight, Findora Academy, technical explainers, launch content, newsletters, and ecosystem updates.
- Launched and hosted "Findora Fridays," a weekly live AMA series featuring senior engineers and team members answering unscripted community questions.
- Implemented 24/7 community moderation and engagement across English and Mandarin channels.
- Created the conference strategy and budget from scratch, including sponsorships, travel, hackathons, and on-site brand presence.
- Sponsored Consensus with on-site branding and hosted an IRL hackathon at ETH Amsterdam.
- Orchestrated two hackathons, one virtual and one in-person, and repurposed the content into YouTube and other media formats.
- Drove reputation management after earlier negative press around the founding team, using SEO, content, agency support, and narrative control to reduce FUD and strengthen market trust.
- Hired, managed, and replaced PR, growth, and reputation agencies as needed to maintain execution quality and strategic alignment.

Mogul Productions, April 2021 – July 2021

### **Head of Marketing**

Decentralized film financing and movie-based NFT platform working with well-known IP, creators, and entertainment partners.

- First official marketing hire; managed a small internal team plus a large network of contractors and agencies.
- Led crypto-native and entertainment-facing marketing initiatives across community, content, PR, social, partnerships, and campaign execution.
- Played a key role in orchestrating a three-hour global livestream across multiple time zones, drawing ~400k viewers and driving a \$180k NFT sale.
- Built GTM plans and action-oriented campaign strategies for major launches and entertainment activations.
- Executed content and distribution strategies across social, email, owned media, and partner channels.
- Secured coverage in Forbes, Variety, Bloomberg, and other major media outlets.

Peerplays Blockchain, October 2017 – April 2021

### **Head of Marketing**

Blockchain-based gaming software developer with multiple on-chain product launches, including BookiePro, Easy5050, and Peerplays RNG.

- First marketing employee and fourth overall hire; helped scale the company to 20+ employees.
- Built marketing, brand, messaging, positioning, social, and GTM systems from scratch across several blockchain products.
- Created and executed GTM plans for multiple on-chain product launches.
- Added ~25,000 X/Twitter followers from a near-zero starting point.
- Launched two monthly newsletters and grew combined mailing lists to 5,000+ subscribers.
- Developed segmented advertising campaigns for BookiePro, targeting niche online communities to drive usage and on-chain activity.
- Directed branding and design guidelines for several products.
- Managed a small in-house team plus contractors and collaborated closely with development on product-facing initiatives.