

JOHN COWIN

WEB3 MARKETING, CONTENT & COMMUNITY STRATEGIST

jtcowin@yahoo.com | Remote | Open to relocation

Web3 marketing and content strategist with 13+ years across social media, content, community, brand, and audience growth, including 5+ years in crypto. At Phi Labs, expanded from social media management into product positioning, messaging architecture, technical communications, creator programs, events, and end-to-end multimedia production for an early-stage DeFi protocol.

CORE EXPERTISE

Product Positioning | Messaging Architecture | Social & Content Strategy | Community Growth | Technical Communications | Creator Marketing | Event Activation | Video Production & Direction

PROFESSIONAL EXPERIENCE

Social Media Manager | Phi Labs Global | Aug 2024 - Present

Remote

- Expanded from a specialized social role into ownership spanning content, community, creator relations, technical communications, events, and marketing operations during the company's transition from Archway to Bolt Liquidity.
- Built and manage a 16-document marketing foundation for Bolt, synthesizing six stakeholder interviews into product positioning, buyer segmentation, messaging architecture, claims governance, competitive research, audience strategy, brand voice, and reusable copy systems.
- Drafted 27 pages of technical documentation in MDX and managed updates through GitHub, partnering with engineering on code sections and design on visual branding.
- Planned and executed three international creator activations across Greece, Costa Rica, and Singapore, coordinating 8 creators across 17 participations and 80 content deliverables that generated approximately 1.22M impressions.
- Secured and managed co-sponsors including Trezor, Bitrefill, and Rayls Labs; negotiated content packages, deliverables, and timelines, including a \$4,000 Rayls Labs sponsorship for Singapore.
- Directed a creator-led lifestyle campaign with Trezor whose featured post reached approximately 8.7x the creator account's average impressions and generated 2.2x average total engagement within a 56-post comparison set.
- Lead technical and lifestyle video production from concept through distribution, covering scripts, shot lists, creator logistics, contracts, on-site direction, cameras, lighting, audio, post-production briefs, and coordinated publishing.
- Organized and ran Sui Summit presentations in 2025 and 2026; developed presentation strategy with speakers and designers, then managed the 2026 live recording and repurposing into short- and long-form content.
- Own organic channels across X, Telegram, LinkedIn, YouTube, and web; researched, wrote, edited, published, and directed visuals for 10 long-form articles and led website strategy, copy, and section layout with design.
- Represented Phi Labs at ETHDenver and TOKEN2049, including independently supporting the Aftermath relationship at its 2025 event before the companies completed an integration.

EARLIER EXPERIENCE

Web3 Marketing Consultant | Selected DeFi Projects | 2021 - 2024

Remote | Avalanche & Ethereum

- Led social, content, community, and product-education programs for early-stage DeFi projects across Avalanche and Ethereum, spanning X, Discord, YouTube, Spotify, Medium, LinkedIn, blogs, tutorials, graphics, and campaign strategy.
- Across engagements, managed audiences ranging from approximately 15,000 to 40,000, including a 17,000-member Discord community and its moderation operation, and led a five-person marketing team.

Independent Marketing & Entertainment Operator | Self-Employed | 2009 - 2020

United States

- Built and managed a globally distributed independent music project streamed in 80+ countries that performed 140+ shows annually, appeared on FM radio and television, and played major festivals featuring Grammy-winning artists.
- Secured a global distribution agreement with a Sony Music subsidiary and sponsorship from an international equipment manufacturer.
- Owned branding, digital marketing, websites, e-commerce, touring logistics, budgets, artist and buyer relationships, scheduling, and performance-agreement negotiations.

SKILLS & TOOLS

Strategy: Product positioning, messaging architecture, brand strategy, social strategy, content strategy, community strategy, creator programs

Content & Production: Copywriting, technical documentation, scriptwriting, presentation development, video production, on-site direction, web content

Channels: X/Twitter, Telegram, Discord, LinkedIn, YouTube, websites, blogs

Platforms: ChatGPT, Claude and CoWork, GitHub, Adobe Photoshop, Descript, Typefully, Linear, Slack

EDUCATION

Atlanta Institute of Music & Business | 2008 - 2010

Georgia Perimeter College | 2006 - 2008