

BRIAN KNIER

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Independent Creative Consultant – Remote

August 2022 – Present

Web3 Content Writer – Freelance

Researched and wrote articles and video scripts that demystify and explain blockchain and web3 topics for non-technical audiences.

Instructional Content Strategist – Freelance

Developed comprehensive curriculum for instructional video content designed to build knowledge and bolster proficiency in cryptocurrency and web3.

BanklessDAO – Remote

September 2021 – Present

Executive Producer and Showrunner – Making Bank Podcast

Led the production of episodes and created new content segments. Developed community growth strategy and web3-native funding approaches. Evolved the podcast into an essential internal communication and collaboration channel for BanklessDAO.

Writer and Editor – Bankless Publishing and BanklessDAO Newsletters

Wrote informative and accessible articles and editorials on crypto, DAOs, and other web3 topics. Developed article concepts for web3 and DAO-focused publications. Guided and mentored writers in the creation of effective and informative pieces.

Business Development Strategist – BanklessDAO Studios/AV Guild

Designed business models that moved BanklessDAO's AV group from providing work-for-hire video services to developing and producing high-value, web3-native media content.

Marketing Lead – BanklessDAO Podcast Hatchery

Guided the business strategy, established monetization models, and led the promotion of the DAO's podcast incubator program.

Senior Instructional Designer and Writer – Bankless Academy

Structured course curricula and wrote instructional lesson content for the first two courses for this new web3 education platform out of BanklessDAO.

UltraSound Merch – Remote

December 2021 – Present

Co-Founder and Web3 Business Strategist

Collaborated with other co-founders to build a decentralized community-engagement platform and token-gated, web3 merch marketplace. Created NFT-integrated products, innovative solutions, and streamlined services that leverage the power of blockchain innovations to advance the merchandise industry.

Willamette Meridian Properties, LLC – Portland, OR

August 2016 – December 2021

Founder/President

Led the acquisition, financing, rehabilitation, leasing, and management of a \$1MM+ residential real estate portfolio in the Portland, Oregon region.

CMD Agency – Portland, OR

May 2008 – July 2021

Creative Lead/Senior Writer/Brand and Content Strategist

Had a long and varied career helping clients connect and communicate with their customers across a vast spectrum of media. Accomplishments include:

- Strategizing, concepting, and writing highly effective advertising and marketing campaigns for global companies, including Intel, Microsoft, T-Mobile, HP, CenturyLink, Gates, JELD-Wen, and Builders FirstSource.
- Conducting brand discovery workshops and leading the development of brand strategies, messaging frameworks, customer personas, and buyer journey maps.
- Leading creative teams and writers in methods, approaches, and techniques for creating impactful communications, advertising, and content.
- Developing results-driven content and media strategies for informing and connecting with audiences on a broad array of business and technology topics.
- Writing compelling copy and content for technology, business, and consumer enterprises across the full range of print, digital, interactive, and video media.
- Designing, writing, and directing interactive instructional courses and video training modules.

Education

University of Minnesota – Minneapolis, MN

BA, Journalism

Emphasis in advertising copywriting, feature writing, marketing strategy, and ad design.