

Moon Jérin

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Summary

- 10+ years of professional experience in complex program and project management, strategy development in block chain, cryptocurrency, climate change, tech, oil, and e-commerce manufacturing and procurement department.

Technical and Soft Skills Set

Digital Transformation | Operational Excellence| Research | Project Management| Leadership | Team Management |

Professional Experience

VLINDER

Co-Founder-Chief Marketing Officer

October 2021-Present

- Responsible for sales and marketing of Vlinder impact project and exchange business development

VOW CURRENCY

Vice President-Marketing & Operations

April 2021-

Present

- Managing the currency listing on the exchange process, creating the marketing department within the organization
- Providing strategic partnership for private fundraising and overseeing the overall operations of the organization and international expansion

DOCTRINA

Founder

June 2018- March 2021

- Providing strategic and operational consulting to Digital Asset Fund management/fin-tech Company to launch their blockchain based investment advisory platform.
- Provided strategic direction and M&A advisory to a gold mine processing company and currently helping them to launch their gold backed tokens.

UCL CENTER FOR BLOCK CHAIN TECHNOLOGY

Industry Associate

June 2019-Present

- Participated in various conference, seminar on behalf of UCL. Participated in multiple events held by UBRI-RIPPLE and was part of the NUS inaugural event in Singapore.

CANNABINERD

June 2018-March 2019

COO

- Led the fundraising activity with the investor and created the required financial modeling and operations planning document for the manufacturing plant, resulting in \$20-million-dollar fundraising.
- Created necessary HR documentation, led hiring process and coached executive within the organization.

POWERED BY SEARCH

April 2017- May 2018

Enterprise Account Director for Digital Marketing Strategy

- Managed nine enterprise clients, includes but not limited to Health care, Legal, Consumer Retail, etc. Increased account retainer and media spend up to 40% in less than six months. Performed discovery process including best practices, competitive review, consumer segmentation & research.
- Increased performance up to 800% within the first 60 days and taken NPS score from 5 to 9. Developed lean Digital marketing strategy and execution for all applicable channel for my clients driven by Intent engine- "Attract-Engage-Convert". Managing PPC, Digital PR and UX projects.

HULT INTERNATIONAL BUSINESS SCHOOL- New York and Boston, USA

May 2016-August 2016

Director of Consulting

Clients- *Pfizer, Mitsui Chemical-Whole You brand, TekScape, Boehringer Ingelheim Pharmaceuticals, Inc.*

- Managed 100 students over six weeks to come up with the consulting project solution from Beginning to end. The projects are as followed:
 - 1) Pfizer: Created an app for helping the elderly to get help while being released from the hospital
 - 2) Mitsui Chemical-Whole U: Created 5 different app technology for promoting well being
 - 3) Boehringer: Created mobile solutions for keeping track of medicine intake
 - 4) TekScape: Created five different solutions to take their business from America's fastest growing company to next level(Confidential)

HODES -New York-USA

November 2015-May 2016

Director of Account Management for Digital Talent Marketing Strategy

Clients- *Tiffany & Co, Altria & Cablevision*

- Achieved the highest level of client satisfaction by collaborating with five different teams Nationally, implementing customized marketing solution. Managed \$5 M account for programmatic buying and digital marketing.
- Implemented Omni-channel strategy to attract the top level talent by partnering with LinkedIn, Facebook, Indeed, and CareerBuilder.

SUTHERLAND GLOBAL SERVICES—Canada/ Philippines

January 2014 – September 2014

Account Manager– AT&T Mobility and Best Buy.

- Managed client relationship with AT&T Mobility and provided customer service and Mobile application training for 250 employees in Canada.
- Managed operational activities with 200 employees to reduce churn.

AMAZON UK—Contract-Edinburgh, United Kingdom

April 2013- January 2014

Project Manager

- Helped to launch and implemented first-of-its-kind Kindle HD live customer service feature.
- Trained 100 employees for the tight Christmas deadline along with EU launch while successfully

dealing with customer satisfaction and objections.

SHELL OIL COMPANY—Fort McMurray, AB, Canada
Project Manager

March 2011 – February 2013

- Identified and managed requirements for the underlying feature. Recommended alternative technical and business approaches, and lead combined engineering, procurement efforts to meet aggressive timelines with optimal solutions.
- Managed five direct reports, trained and worked with maintenance, reliability, and procurement to ensure all project members are aligned and deliverables created on time. Collaborated with five global times and took this \$5 B project to successful phase 2.

H.J. HEINZ—Leamington, ON, Canada
Business Analyst

September 2009- March 2011

- Achieved an efficient supply chain system by managing SAP implementation project for 20,000 inventory items using SAP MM and PM in first Heinz plant in the world.
- Achieved the highest score for kaizen implementation on the plant.

Education

Masters of Business Administration (MBA)

September 2014- August 2015

HULT INTERNATIONAL BUSINESS SCHOOL—Boston, United States

World's most international business school.

- In the top 1% of students who obtained a “Black Belt” in Management skills
- Academic Achievement: Dean’s List

Certifications:

- Global Innovation Management Institute- Level 2: Innovation Master
- Lean Six Sigma Certification- White Belt