

Tommy Lower

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Professional Experience

Tally, Remote — *Head of Marketing*

May 2022 - Present

Venture-backed startup focused on making onchain governance for decentralized protocols work. Scaling a Trillion Dollar industry making hyperscale infrastructure secure, open, and accessible to everyone.

High Level:

- Increased brand social following by 60k+
- Creatively directed brand refresh
- Led 3 PR & paid marketing campaigns for tentpole product launches
- Coordinated 4 full-scale conference side-events including accompanying happy hours
- Directed brand documentary
- 2+ years managing direct reports
- Launched 4 physical merch campaigns
- Launched industry specific podcast (100+ episodes to date)

Go Primal Fitness, Florida — *Head of Product*

August 2019 - April 2022

7 figure fitness studio providing comprehensive nutrition, exercise, and lifestyle products to the Greater Gainesville area. Incubated brand strategy & created digital revenue initiatives to expand product reach & sales conversions.

Bankless DAO, Remote — *Core Contributor*

October 2021 - December 2021

A Blockchain-native decentralized autonomous organization (DAO) acting as the hub of the Bankless Movement. Founding member of the Writer's Guild: a cohort of freelance creatives producing content for industry leading organizations.

Ernst & Young, Atlanta, GA — *Advisory Intern*

June 2019 - August 2019

Coca-Cola technical support & audit, RPA & RWA research, & technical writing cohort.

Skills

Creative Strategy
B2B & B2C Sales Marketing
Leadership & Management
Full Stack Design
Copywriting, Technical Writing
Event Production
Product Development
Video, Audio Production

Projects

[The Modern Guide to Digital Governance](#) - Full spread physical book on the past, present, & future of onchain protocol governance

[DAO Talk Podcast](#) - 100+ episodes on the state of DAOs + interviews with leading DAO operators

[Why Tally?](#) - Mini documentary on the history & future of onchain governance

[Soul Supercuts](#) - Collection of introspective essays

Creative Incubation - [HAI](#), [RARI](#), [SoulMates](#)

University of Florida, Gainesville, Florida — *Teaching Assistant*

June 2018 - December 2019

Streamline course content and accessibility, assistant to professor, and guide student mentorship program.

The Agency , Gainesville, Florida — *Creative Strategy Lead*

August 2017 - August 2018

Fully operational student run creative agency at The University of Florida. Creative brand sprints, and digital + IRL content campaign execution for clients in the Greater Gainesville area.

Marmalade Films, Dublin, Ireland — *Production Intern*

May 2017 - August 2017

Dublin based production studio with concentrations in commercial & feature length documentary film.

Web2Print, San Francisco, California — *Administrative Intern*

January 2014

Web2Print Experts is a technology-independent web and print consulting company that helps companies build successful online businesses. Consulted with print based companies to integrate digital technology into existing structures. (Canon)

Education

University of Florida, Warrington School of Business — *Information Systems and Operations Management, Digital Communication and Media/Multimedia*

2015-2019, Bachelor's Degree

Involvement: Campus Diplomats (Ambassador to Dean of Students), The Agency at UF, GatorTech, National Broadcasting Society (NBS), ChomPics Productions