



Nathan Beer

MARKETING MANAGER

Details

Miami, FL, USA 33141

(954) 298-0505

beercandid@gmail.com

Links

beercandid.com

linkedin.com/in/njbeer

Skills

Digital Marketing

Content Creation

Content Strategy

Social Media Marketing

Go-to-Market Strategy

Brand Marketing

Marketing Communications

Cross-Functional Collaboration

Budget & Resource Management

Communication

Bachelor's degree

Professional Summary

Marketing Manager with 15+ years of experience in digital marketing, content, brand, and go-to-market work across consumer, entertainment, and Web3 businesses. Expertise in digital marketing strategy, content creation, brand marketing, and cross-functional communication. At NOX Media, achieved 151M+ views, gained 3.1M+ new followers, secured 14,948 verified sign-ups, and generated 1,483 qualified sales inquiries within seven months, exceeding targets by roughly 20 times.

Employment History

Senior Creative Producer, NOX Media

JUN 2025 – JUL 2026

- Delivered end-to-end digital marketing production for a 20-client portfolio, creating and distributing content that achieved over 151M views and gained 3.1M new followers within seven months.
- Produced conversion-focused content for consumer and luxury brands, resulting in 14,948 verified sign-ups and 1,483 qualified sales inquiries, exceeding the annual target by approximately 20 times.
- Directed the creative production for a three-time GRAMMY winner's album, tour, and Sphere residency, contributing to eight sold-out shows and establishing the venue's first country residency.

Producer & Editor (Contractor), Seed Club

FEB 2025 – SEPT 2025

- Produced and edited podcast and video content, achieving a 6x increase in monthly subscriber gains and a 7x increase in monthly views within a single quarter.
- Owned post-production for two weekly intellectual properties, Internet Explorers and Zero Knowledge, ensuring seamless delivery across YouTube, Spotify, and Apple Podcasts.
- Shipped two episodes weekly, creating guest and partner segments that expanded the shows' content range.

Project Manager, Yuga Labs / CryptoPunks

JAN 2024 – JUL 2024

- Led project management for "CryptoPunks: Free to Claim," an 800-page Phaidon monograph and multi-format campaign that included book, web, and event components, resulting in a 2025 ADC Bronze Cube for Book Design.
- Produced and directed branded video content while executing on-site creative operations for global activations, including NFT Paris, Europe's largest NFT event.
- Coordinated across design, marketing, and community functions, engaging contributors such as Hans Ulrich Obrist and curators from Centre Pompidou and the Guggenheim.

Producer & Community Lead, nft now

APR 2023 – JAN 2024

- Produced and directed video content, including original brand documentaries for leading web3 companies and flagship Gateway activations in Seoul and Miami.
- Drove global community engagement through two international activations, attracting over 4,500 attendees in Seoul and featuring 40+ artists and partner activations at the Faena Forum, effectively merging in-person programming with digital campaigns.
- Developed marketing partnerships with artists and collectors, producing feature

content for Christie's "Next Wave: The Miami Edit," resulting in \$231K in sales following the Gateway Miami exhibition.

Head of Content Production, SuperRare Labs

APR 2021 – JAN 2023

- Owned creative direction for all brand content during the NFT market's peak, contributing to a platform volume of \$37M monthly.
- Directed campaign visuals for high-profile collaborations including Gucci Vault Art Space, Playboy, Art Basel Miami, and SuperRare's inaugural physical gallery.
- Produced the first official NFT by Jerry Garcia of the Grateful Dead, listed at 309 ETH and featured in major publications such as the SF Chronicle, Artnet, and Forbes.

Co-Founder & CMO, Om64 Local Oatmilk

2019 – 2021

- Co-founded an eco-conscious oatmilk brand, developing a proprietary formulation and licensing the recipe to a multi-billion dollar Thai beverage company.
- Owned brand identity, packaging, and go-to-market strategy, successfully placing the product in coffee shops and retail accounts throughout Los Angeles.
- Built a grassroots wholesale account base, driving sales until the COVID-19 pandemic impacted the cafe channel, ultimately exiting through the sale of the recipe IP.

Content Marketer, ConsenSys

2018 – 2019

- Directed *Bounty for Basura*, an award-winning short documentary on a blockchain-incentivized cleanup that compensated Manila Bay residents in ETH, achieving Best Director at the Colorado International Activism Film Festival and four additional festival honors.
- Produced narrative-driven campaigns that translated complex Web3 products into engaging content for creative and product teams, enhancing understanding and engagement.
- Built cross-channel content initiatives that supported the adoption of Ethereum tools during the network's early growth phase, fostering community involvement and awareness.

Managing Editor, NEST HQ (OWSLA)

2015 – 2018

- Shaped editorial vision and creative strategy for NEST HQ, enhancing audience engagement through innovative content approaches.
- Produced original video and artist features, including branded event content for NEST HQ's SXSW showcase, highlighting emerging electronic acts.

Awards

Best Director Award, CIAFF

For *Bounty for Basura* (Colorado International Activism Film Festival 2019)

Award of Excellence, The Impact DOCS

For *Bounty for Basura* (The Impact DOCS Awards 2019)

Environmental Awareness Award, SBFF

For *Bounty for Basura* (Silicon Beach Film Festival 2019)

Finalist, CEBU.IFF

For *Bounty for Basura* (CEBU International Film Festival 2019)

Semi-Finalist, Los Angeles CineFest

For *Bounty for Basura* (Los Angeles CineFest 2020)

Education

Neuroscience, BA, Boston University, Boston, MA

2008 – 2012

References

References available upon request