

Daniel Jeong

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Professional Experience

Trading Mindset & Data | Lead Discord Community Manager **May 2023 to Present**

- Managed active Discord server for day traders with over 300 (\$50k~ monthly revenue) engaged members and paid members, facilitating discussions on market analysis, trading strategies, and broker recommendations. Hyper focused small group.
- Created onboarding procedures to increase retention and customer satisfaction by 15%.
- Fostered a collaborative environment by promoting engaging conversations, reflected in a 90% positive sentiment rating in user surveys; conducted bi-weekly sentiment analysis to gauge satisfaction levels and refine communication practices.

BlueWillow.ai (Now Limewire) | Lead Discord Community Manager **December 2022 - May 2023**

Remote Position

- Managed a Discord community from 1000 to over 1.7 million members. 2nd/3rd largest Server in the world.
- Led 20-person community team (moderators & managers) fostering a safe, productive & inclusive online environment. Empowered moderators to future leadership roles.
- Achieved exceptional 15% engagement in a million-member Discord server (outperforming industry standard <10%). Driven by engaging events, contests, and AMAs.
- Connected with 100s of influencers in the space for influencer marketing, which led to an increased user base by 10% percent and higher retention.
- Spearheaded data-driven analysis to track community engagement metrics, identifying opportunities for improvement and launching tailored initiatives to enhance member satisfaction; got a 30% increase in user retention and 20% growth in community growth rate.
- Analyzed user feedback and implemented 43 server/product improvements, driving a 10% increase in engagement.

CATBOTICA | Content Creator & Discord Community Manager **December 2021 - December 2022**

Remote Position

- Crafted interactive content initiatives that drove a 10% uptick in customer retention in the crypto space and a 25% growth in organic community interactions within the first quarter.
- Developed 100 pieces of visual content a month (infographics, tutorial videos, social media graphics) for CATBOTICA NFT. Educated about the blockchain.
- Crafted viral meme campaigns, boosting client brand engagement 10%, social shares 20%, leading to 20% longer website visits & 15% higher click-throughs in the cryptocurrency space.

Wagmitrades.com | Lead Community Manager **June 2022 - December 2022**

Remote Position

- Created social media content (posts, videos) that made a 20% increase in follower engagement (average or specific platform if data available) for 2 campaigns in the web3 space.
- Optimized social media content for a 14% lift in a key metric.
- Maintained a 80% customer satisfaction rating through prompt and effective responses to comments and queries.

Education

Salisbury University - Perdue School of Business B.S. - Management

Skills

Community Engagement, Team Building, Customer Experience, Daily Operations, Leadership, Strategy, Content Management, Campaigns, Social Media, Data-driven Decision Making, Key Performance Indicators, Team Leadership, Marketing Strategy, Community Outreach, Social Media Strategy, Marketing, Communication, Project Management, Digital Content, Discord, Advertising, Moderator, Media Strategy, Community Management, Team Management, Community Development, Community Organizing, Community Building, Discord Server Builder, Discord API, Customer Service, Customer Relationship Management (CRM), Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Insight, Customer Engagement, Customer Service Management, Customer Service Training, Customer Service Representatives, Event Planning, Meeting Planning, Strategic Planning, Digital Marketing, Online Marketing, Product Marketing, Social Media Marketing, nft, crypto, cryptocurrency, web3, blockchain, ai, text to image, text to video, text to speech