

# CHLOE DIAMOND

# CV

17.04.1994

Raised in Oxford, currently based in London and often found in Tbilisi, Georgia.

## ABOUT ME

As someone with a broad range of interests; from emerging technologies to gardening, I find the greatest satisfaction in challenging myself and the status quo by unifying areas which do not often meet. By studying History of Art and Curating alongside my remote position in a blockchain-focused agency, I was able to apply my skills obtained from art theory to my role as Director of Media, allowing me to build brands, explore user personas and apply a new perspective to a rapidly-evolving industry.

This dichotomy combined with my enthusiasm to continue learning means I have developed skills for an array of writing techniques, including everything from technical white papers to social media copy, as well as practical design skills and awareness of visual culture. Marketing allows me to make the most of my ability to create stories and cultivate reputations whilst prioritising the human experience on the other side of the screen.

Aside from this, you are most likely to find me hiking in the Caucasus, watching 1950s musicals, or swooning over Barthes' *Mythologies*.

## EDUCATION

Birkbeck University  
BA, History of Art and Curating  
2016 - 2019

## INTERESTS



## CONTACT

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## SKILLS

Social Media  
New IT  
Copywriting  
Digital Marketing

SEO  
Adobe Suite  
Google Analytics  
Visual Culture

Editing  
Design Thinking  
Client relations  
Web Design

PR  
Proof Reading  
Communications  
DLT & Blockchain

## WORK EXPERIENCE

June 2019 - Present

### Blockchain and Media Specialist Museum of Contemporary Digital Art, London, UK (remote)

At MoCDA, I offer curatorial insight and advise the STO (Security Token Offering) process whilst helping to formulate the organisational vision and strategy within the whitepaper, website & newsletter, and social media presence. Within social media, I am responsible for Twitter, Instagram and Telegram in which I maintain our presence and open discussions surrounding digital art.

I also participate in industry-related events and exhibitions in the UK and across Europe and co-organise technology workshops and artist panels/ interviews for publication.

February 2018 - Present

### Director of Media Sea Foam Media & Technology, San Francisco, USA (remote)

I have worked closely with an array of clients who have integrated emerging technologies into their businesses. This includes creating a content and marketing strategy with emphasis on whitepapers, pitch decks, long-form content for digital publication, social media presence, and internal company thought leadership resources.

I have also represented Sea Foam Media & Technology at industry events, including events and meet-ups in London and Paris as well as at the Malta Blockchain Summit in 2018 and European Women in Tech in Amsterdam in 2018.

Our clients are active across a range of industries including real estate, antiques, luxury goods, smart cities, gaming, climate tech and supply chain solutions.

May 2017 - June 2018

### Founder, VRt

I began working with developers to create a Virtual Reality app that could be used to teach art to children, much like an immersive storybook. I decided to put this project on hold until after I finish my studies and have plans to reignite it and expand into STEM too.

January 2017 - May 2017

### Marketing and Communications Internship, Luminaire Arts, London, UK

This internship was my first experience in creating a social media strategy and content for an art organisation. I also worked on email newsletters and marketing, finding forming relationships with new artists and assisting in curating the gallery space.

July 2014 - Present

### Freelance Copywriter and Editor, remote

Alongside other positions, I dabble in freelance copywriting including everything from blogging, email marketing, brochure and leaflet copy, grant writing for a hospital in Germany and, more recently, web copy for a bank in Georgia. However, my focus is predominantly in technology in recent years.

November 2013 - June 2014

### Personal Assistant, Janet Rady Fine Art, London, UK

Working with Janet gave me unique insight into art curation and gallery management, as well as exposure to the Middle Eastern art market. I was hired as a PA for managing administration and tending to emails, but also assisted finding new artists and selecting and curating artworks for clients.