

NFT CV Hits the Market

HONG KONG, April 20, 2022 /EINPresswire.com/ -- Jake Hissitt, a cross-cultural marketer with experience in Asia, North First America, and Europe, has launched what is believed to be the first NFT CV. The NFT CV is available for purchase on OpenSea. By minting his CV as an NFT, his services are now for hire for both Ethereum and USD.

Ethereum is a decentralized, open-source blockchain with smart contract functionality. Through his new NFT CV, Jake Hissitt can provide his marketing expertise with payment using Ethereum or US Dollar.

In 2021, Christie's sold a digital image with an NFT by Beeple for \$69.3 million, making him the third-most valuable living artist in terms of auction prices at the time. Land, buildings, and avatars in blockchain-based virtual worlds can also be bought and sold as NFTs, sometimes for hundreds of thousands of dollars, so why not CVs? [Link to NFT.](#)

For more information on Jake Hissitt, visit www.liveandbreathe.io. Those interested in placing a bid for his new NFT CV can do so here.

About Jake Hissitt:

Jake Hissitt is a marketing expert in the areas of Brand Management, Ethical Marketing, Digital Marketing, Marketing Research, International Business Strategy, and Global Marketing.

Website:



Jake Hissitt

Website: www.liveandbreathe.io Telephone: +86 136 2178 568 Email: jakehissitt@liveandbreathe.io
 WeChat: jake_2792 WhatsApp: +667951302566 Location: Hangzhou, China
 Passionate about life, people, and improvement. Each challenge is an opportunity to learn.

Relevant Experience & Highlights

03/2021 - Present **Live and Breathe Agency Ltd (Hong Kong) - Managing Director**
 Developing social media and advertising strategies for clients - www.liveandbreathe.io

07/2021 - Present **Alibaba/Alibaba.com - Media Management Expert**
 Leading Global Partnerships, Social, and Influencer Strategy - 12 year development plan
 Establishing global data tracking ability via a data management platform and visualisation
 IMC planning for 11.11 Campaigns in 3 markets - Korea, Poland, & HQ Channels
 Offline to Online (O2O) activations with local partnerships (e.g. Poczam FC Poland)
 Digital Media Partnerships and Planning for Publishing Houses and Media Organisations (e.g. Yahoo)

07/2019-06/2021 **OPPO - Global Social Media Lead**
 Leading a team of 6 to create and maintain new global social media strategy for 7 Social Channels across 50 markets - Formulating 5-year Global Social Media Strategy
 Driving Social Media innovation through maximising investments and budget planning
 Created Global Social Media Playbook driving efficiencies in content planning
 Creative production assistant on TVC and video assets in China, United States, Netherlands and France
 Developed global operations processes to drive brand standardisation from 50% to 90% in 1Q
 Creation of global social media dashboard for global reporting process and performance tracking
 Integrated marketing Social communications planning for brand and product launches
 Hands-on experience working with 4A Media and Digital agencies to coordinate strategy execution
 Developed Social Media KPIs to align with the Consumer Decision Journey to measure conversion and reduce cost in advertising expenditure

08/2018-06/2019 **Walmart® (Sam's Club) - Senior Manager, Business Development**
 Developed new marketing strategies for new niches and existing market segments
 Drove 25% total and +100% growth rate increase in export target segment within 6 months
 Assisted in creating new brand standards for consumer based equity
 Collaborated with e-Commerce business units to develop Sam's Club APP and WeChat Mini Program

06/2017-06/2018 **Innovation Enterprise - Senior Manager, Product and Content Strategy**
 Expanded Machine Learning portfolio from 5 events, to 3 new products worth approx \$750,000
 Re-engineer of value proposition model - cut debt use by approximately 60%, and reduced costs by 30%
 Developed new statistical models to inform business decisions, and product development

09/2016-06/2017 **Innovation Enterprise (London) - International Events Director**
 Experience working on the ground across 4 continents planning and organising events

09/2014-10/2016 **On&On Events (New York) - Founder**

Education

2018-2019 **Chartered Institute of Marketing - Level 6 Chartership**
 • The Chartered Institute of Marketing is the leading international body for marketing and business development. Diploma in Professional Marketing is for marketers in operational, supervisory or management roles

2014-2015 **University of York - MSc in Global Marketing (Grade: 1st Class - Distinction)**
 • Strong knowledge of marketing techniques. Modules in: Strategic Brand Management, Ethical Marketing, Digital Marketing, Marketing Research, International Business Strategy, Global Marketing, and Research Method
 • Understanding of research methods both quantitative and qualitative, as well as strong comprehension of philosophical underpinning

2011-2014 **York St John University - BSc Health & Life Sciences (Grade: 2:1 - Merit)**
 • Focus on understanding cross-cultural marketing models and literature.
 • Scientific research approach, methodology.
 • Strong competence in Microsoft Programs and SPSS packages

2009-2011 **Egglestone Sixth Form / School**
 A Levels - Biology, Physical Education, History, Sociology
 GCSEs - 11 subjects all A-C, including English and Maths

Experiences, Awards & Projects

2020-2021 **Founder of Angles Events - Cross Cultural Marketing Network - www.anglesevents.com**

2020 **Guangzhou Marathon**

2019 **2x Marathon - Hangzhou & Shenzhen**

2018 **Imperial College London - Data Management and Statistical Analysis in SPSS Qualification**

2018 **Hanyu HSK1 - Language Proficiency Certificate**

2017 **Guest Lecturer at University of York**

2017 **PRINCE2 - Project Management Qualification**

2016 **Guest Lecturer at University of York - "Big Data (& Marketing)"**

Competences

Analytical Skills Excel, Social Analytics Tools, Social Listening Query Tools, CRM, Dashboarding and Data Viz

Public Speaking Excellence in public speaking and giving presentations

Language English (Native), Mandarin (Elementary level)

Motivation Intrinsically driven with learning mindset

Emotional Intelligence Ability to influence, motivate, develop relationships, manage disagreements and conflicts

Life

Exercise Exercise daily, and run distance events

eCommerce Owning and managing two eCommerce Brands - www.waterandcooler.com

Writing www.jakehissitt.com/articles

Engineer Self-starter, willing to relocate anywhere; curious about the world

NFT Creator and Investor in NFTs

Metaverse Owner of Token in www.woofgame/

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