

LEXI SPRAGUE

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Been bootstrapping and building businesses for the past 6 years full time. My teams were scammed, lead on, conned, featured on news programs, developed groundbreaking technology, won pitch competitions and business plan competitions, all the while developing friendships that will last.

Experience

Product Management, Product Design, Marketing, Com

Rivetz, Richmond, MA (US)

Directed a remote development team to deliver products to market. Using Agile development techniques to iterate products in a fast-paced environment within 2-week sprints.

- Telegram Management - Daily Interaction with Members.
- Team management & Scheduling - 50% of projects meet deadlines.
- Remote collaboration - Weekly & Daily Standups.
- Traditional Social Media Posting - Scheduling Monthly Updates.
- Blog Writing - Published an opinion piece on Coindesk.com with 5MM viewers a month.
- B2B, B2C, & B2D Multi-Prong Marketing Strategy.
- Lead Creative UI/UX - Managed a \$30,000 budget for Rebranding.
- Organizing Agile Sprints - Remote Team Management Daily Meetings to Track Progress.
- Developing Customer Profiles - Based on 20 Customer Interviews (Calls and Online).
- Building a Brand - Communication Weekly with Updates to Stakeholders.
- Building a Website Showcasing Rivetz' Toolkit - Copywriting & Website Launch.

Cofounder

Official Totem

Collaborated with my cofounder and our 74 member Discord community to design and spec out the MVP for Totem.gg.

Cofounder

Zoomthru

Zoomthru shut down after a con-artist tried to take over the organization. <https://www.linkedin.com/pulse/how-my-startup-got-scammed-lexi-sprague/> Read the Aforementioned Blog to Learn More.

Marketing Consultant

Rivetz

Ran a bounty campaign, created advertising graphics, designed logos, launched 4 social profiles, answered customer support questions.

Wrote FAQ for ICO Purchasers, and fostered relationships with 10 vloggers and bloggers who supported our ICO.

Completed the Initial Coin Offering with just under 8000 token purchasers.

Cofounder

Etransfr

Etransfr began as a medical records company and morphed into a secure messaging company with one product named Chadder.

Partnered with John McAfee, reached 50K downloads, received the Imagine RIT Innovation Award, and got featured on Product Hunt.

Interviewed on Fox News and managed a team of 15 team members working for sweat equity.

Chadder presented a secure chat app at a booth at Eureka Park CES.

Market Research and Development Intern

Scrambls

Shared the software with 50 students to gain insight into the market and help design the marketing strategy for Scrambls.

Intern

Nuclea Biotechnologies

Collaborated with two lab technicians building tissue arrays, staining slides and photographing slides for different companies that hired Nuclea.

Skills & Specialization

Marketing, Brand Management, Product Management, Product Manager, Product, Marketing Strategy, Marketing Communications, Advertising, Market Research, B2b, B2c, Information Technology, Project Management, Team Management, User Interface, Mvp, Ui, Internet, Eureka, Help Desk, Customer Support, Ux, Unix And Linux, Unix, Administrative Or Clerical, Messages And Contact, Interviewing, Admin, Knowledge And Learning Management, General Knowledge And Learning Management, Training, Engineering, Telecom, User Experience, Human Computer Interaction, Prototype, Prototypes, User Research, Booth, Scheduling, Manufacturing, Planning, Agile, Team Management, Presentations, Presentation Design, Figma, Adobe Suite, Business Development

Education

Miss Halls School

HIGH SCHOOL

Honor, respect, and personal authenticity.

Draper University

Entrepreneurial Studies

Started a company and won 3rd place in its startup competition.

Feb 2016 - Feb 2016

Rochester Institute of Technology

HIGH SCHOOL, New Media Design & Entrepreneurship

University Studies Ambassador

Feb 2013 - Feb 2015

Websites

<http://www.lexisprague.com>