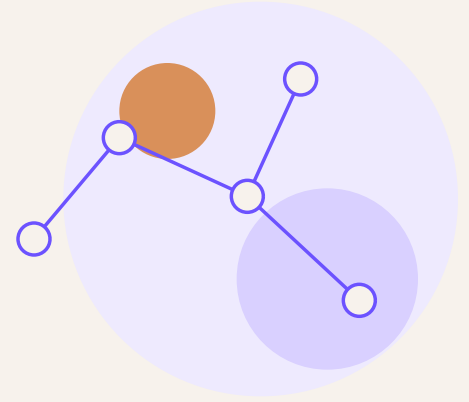


SELECTED WORK • 2026

Elizabeth Browning



Marketing & Content Strategist
Web3 • Emerging Tech • GTM • Messaging •
Communications

I help technical and emerging-technology teams turn complicated products, ecosystems, and ideas into clear narratives people understand, trust, and act on.

CONTENT STRATEGY

GTM

MESSAGING

THOUGHT LEADERSHIP

COMMUNICATIONS

EVENT STRATEGY

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Complex products need clear stories.

My background combines senior marketing leadership, technical content, product positioning, communications, education, and systems thinking. I am strongest where the product is difficult to explain and the marketing challenge requires both judgment and execution.

01 STRATEGIC TRANSLATION

Turn technical and ecosystem priorities into messaging that works for developers, partners, executives, and broader audiences.

02 CONTENT SYSTEMS

Build editorial engines across launches, long-form content, newsletters, thought leadership, partner content, and social.

03 GTM & LAUNCHES

Connect product, audience, message, channel, timing, stakeholders, and success metrics into a coherent plan.

04 BUSINESS JUDGMENT

Bring budget awareness, prioritization, quality control, and practical tradeoffs to creative work.

05 CROSS-FUNCTIONAL DELIVERY

Coordinate technical teams, ecosystem partners, agencies, events, and communications without losing the narrative.

06 EVENTS AS GTM

Design physical and virtual experiences around an intentional audience journey rather than simple presence or foot traffic.

"She spots the trend before it's a trend and knows exactly what to do with it."

— Peer feedback, The Graph Foundation

The Graph Foundation

Marketing Strategy • GTM • Content • Ecosystem Communications

As Head of Marketing, I led product positioning, GTM, content, ecosystem communications, partner marketing, events, and cross-functional initiatives - translating technically complex priorities into clear narratives, launches, campaigns, and experiences.

50+

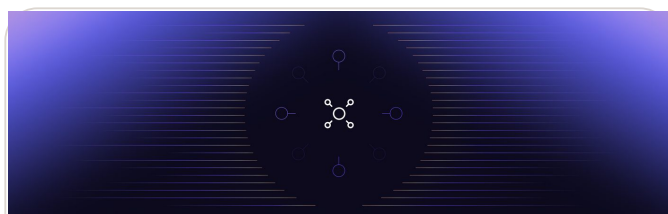
ecosystem & co-marketing partners

\$2M

marketing budget at peak scope

300K+

social audience managed



PRODUCT GTM

The Graph Token API

Positioning and launch communications for a multichain token-data product built for developers and AI-enabled applications.

[VIEW PROJECT](#)



LONG-FORM EDITORIAL

Annual Grants Report

Research-based Foundation communications synthesizing grants, ecosystem progress, and outcomes into a polished annual publication.

[VIEW PROJECT](#)



BUILDER ACTIVATION

GRC-20 Hackathon

A structured five-week virtual builder journey combining education, onboarding, milestones, support, incentives, and storytelling.

[VIEW PROJECT](#)



ECOSYSTEM COMMUNICATIONS

Solana Expansion

Messaging and communications supporting broader access to Solana data through The Graph's decentralized data infrastructure.

[VIEW PROJECT](#)

Turning new technology into a builder journey

GRC-20 Hackathon • The Graph / Geo



200+

developers applied

100

accepted builders

5 weeks

program duration

9

teams awarded

CHALLENGE

GRC-20 and Geo introduced a new way to structure decentralized knowledge. Builders needed more than promotion: they needed context, onboarding, education, and a reason to experiment.

STRATEGY

Design a guided experience rather than a one-off event: onboarding, weekly milestones, educational resources, ongoing communications, feedback loops, incentives, and clear submission criteria.

OUTCOME

More than 200 developers applied, 100 were accepted, and nine teams were awarded after five weeks of building with AI, automation, and GRC-20. The winning builder was later hired by Geo.

[VIEW HACKATHON](#)

[READ RECAP](#)

[VIEW GEO UPDATE](#)

Making Web3 infrastructure understandable

At Moonbeam and Moonriver, I built technical, product, narrative, and ecosystem content for audiences ranging from blockchain developers to people encountering interoperability for the first time.



TECHNICAL EDUCATION

Why Is Polkadot Called a Layer Zero?

[READ](#)



TECHNICAL EDUCATION

Understanding XCM on Polkadot

[READ](#)



PRODUCT EDUCATION

Introducing XC-20s

[READ](#)



NARRATIVE CAMPAIGN

Moonriver Quest

[READ](#)



PRODUCT COMMS

OpenGov on Moonriver

[READ](#)



ECOSYSTEM INTEGRATION

OAK + Turing Network

[READ](#)

NARRATIVE MARKETING

Moonriver Quest

A 21-part fictional storyline built around ecosystem campaigns and user quests - proof that technical marketing can be imaginative, memorable, and still strategically useful.



Events designed around outcomes

I treat events as a go-to-market channel, not a branding expense. The design starts with the outcome: what should someone understand, experience, or do after interacting with the brand?



ATTENTION

EDUCATION

CONVERSATION

PARTICIPATION

FOLLOW-UP

SELECTED OUTCOME**40K**

video views + sold-out
event activations on zero
paid budget

Polkadot • ETHDenver 2024

At Polkadot events, the booth experience was built around product understanding, clear positioning, ecosystem storytelling, and measurable follow-up rather than foot traffic alone.

[ETHDENVER CASE CONTEXT](#)[POLKADOT ETHDENVER ARTICLE](#)[CONSENSUS 2024](#)

Corporate Meeting Design

Ongoing fractional content & marketing support



CONTENT STRATEGY

Long-form website content built around expertise, search, audience needs, and business objectives.

FOUNDER THOUGHT LEADERSHIP

LinkedIn content strategy and writing designed to build professional visibility and authority.

NEWSLETTER

Quarterly editorial planning, messaging, writing, and organization.

LEAD GENERATION

Lead-magnet development that turns subject-matter expertise into a useful conversion asset.

Think Wild Consulting supports technology and professional-services teams with content strategy, messaging, thought leadership, GTM, communications, and strategic marketing projects.

[VISIT CORPORATE MEETING DESIGN](#)

A few more examples

Click any title to open the original work.

The Graph Token API Beta

Product GTM / technical narrative

GRC-20 Hackathon Recap

Builder activation / ecosystem storytelling

Understanding XCM on Polkadot

Technical education

Introducing XC-20s

Product education

Moonriver Quest

Narrative campaign

Web3 Is the Answer

Thought leadership / early Web3 writing

Annual Grants Report 2024

Long-form editorial / reporting

"Elizabeth is a wise business person who doesn't feel comfortable shipping work she's not proud of."

— Peer feedback, The Graph Foundation

Have a complicated product or idea that needs a clearer story?

Let's talk.

thinkwildconsulting.com

ellebrown38@gmail.com

