

# Jordan Casey



Digital Executive and Software Developer

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## Work experiences

### **Kollect** June 2021

### **Present/ Technology and Digital Marketing Executive**

As part of my role in Kollect, I regularly work with executive management to oversee special technology projects, system integrations, website development and maintenance and software development.

Notable examples of my work within the business:

Led the software development of a brand new software and backend platform pertaining to our BIGbin.ie service, with a nationwide rollout. Built using Javascript, Python, MQTT and SvelteKit. |

Led the software development of our Greenstreams.ie solution currently being rolled out to apartment complexes across Ireland. Milestones included configuring our lock solution, and the full development and distribution of a user facing iOS and Android App and the full development of a backend management portal. |

Helped to support the large-scale migration of our website and e-commerce solution from Shopify to a custom built BigCommerce solution. Regularly working on active site development and maintenance. |

Fully built and deployed a comprehensive chat bot solution for lead and booking generation which helped to increase conversion rate on LiveChat significantly. |

Led the development and deployment of our WhatsApp for Business solution, training our sales representatives and introducing a new sales channel for the company. |

As part of my role I also help to oversee our overall Digital Marketing strategy and work extensively across all of our digital channels namely Google Ads & Facebook advertising as well as experimental channels such as TikTok advertising. |

I also regularly assist in Digital and Company wide KPI reporting, allowing me to often put my accounting degree to good use.

### **Verify21** April 2022

### **Present (As of March 2023)/ Co-Founder and CTO**

For the past 12 months, I have been also working extensively as the Co-Founder and CTO of Verify21, a bitcoin lending platform licensed in Vilnius, Lithuania. I have been filling this role with my colleague and Kollect founder & CEO, John O' Connor.

Verify21 allows bitcoiners to borrow off their stack without rehypothecation, tokenomics or altcoins putting your bitcoin at unnecessary risk.

As Co-Founder of Verify21, I have taken a leadership role with a specific focus on all technological aspects of the business. These include, but are not limited to:

The full development of a fully comprehensive online lending platform from scratch app.verify21.io (delivered in less than 9 months) |

The full development of the back office of the lending platform, winning plaudits with industry leaders. (delivered in less than 4 months, concurrently) |

The full development of our front-facing website verify21.io |

The full configuration of our CRM platform, developing an automated flow with detailed insights on every single endpoint of our user journey, with automated alerts powered by Hubspot and Slack.

More information on Verify21 can be found at [verify21.io](https://verify21.io)

### **Kano Computing / Yeezy Tech January 2021**

**August 2022/ Marketing Associate**

I served as a marketing intern in Kano Computing from October 2020 to June 2021 before transitioning into the role of Marketing Associate in the business, whilst also working to complete my university studies.

During my time at Kano, I watched the company transition from a primarily education focused business into one of the leading developers of innovative music technology in the world. As part of my role, I was tasked with helping to support and manage this transition from a customer-facing perspective.

In August 2021, working with renowned music artist Kanye West and his YEEZY team, I successfully helped to support the launch of the STEM PLAYER (<https://stemplayer.com>), one of the most highly anticipated consumer music products of all time and later awarded one of TIME magazine's best inventions of the year.

My role at Kano was largely based around digital marketing, and task's included:

Creating and distributing content for the Kano TikTok account. The early organic success of this account propelled TikTok as a primary marketing tool within the company and I quickly established a relationship with TikTok's marketing team for paid endeavours. |

Weekly blog writing & posting on Kano's Medium page which saw readership increase by 32% |

Weekly social reporting for executive management | Content and graphic design for Twitter and Facebook channels | Led Kano and YEEZY Tech's Email development with HTML building and weekly distribution to roughly 400,000 readers |

Management, editing, and maintenance of original kano.me before migration to React site. |

Supported legal with copyright and trademark infringements, and account claiming.

### **Self-Employed 2019**

**Present/ Web, App and Marketing Development and Consultancy**

I began public speaking in 2012, and it is one of my passions to this day.

Generally talks concern my story, entrepreneurship, tech literacy in children, education reform, policy reform, and emerging technologies.

I have spoke at over 250 global conferences to have 500,000 delegates and examples include:

6 TEDx events globally including India, Austria, France, Germany, and Spain

MindHead Conference in Riyadh, Saudi Arabia

A number of government events in Dubai as part of Knowledge Ambassador role

Webcongress in Miami, USA and Bogota, Colombia

TiEcon Santa Clara, USA

WIRED next generation conference, London, UK

Web Summit 2013, 2014, 2015- Dublin, Ireland and Lisbon, Portugal

Numerous EU events as part of role with European Commission - Brussels

PANGEA Conference - Maputo, Mozambique

IDA & Enterprise Ireland Congress - New York City, USA

I've extremely interested in media work and have held a number of roles in this space also such as Technology correspondent for WLR FM, Contributor to national newspaper, The Irish Independent and have made a number of television appearances for RTE, Ireland's national broadcaster.

### **Thinking Heads Agency, Miami 2016**

**Present/ Exclusive Public Speaker and Media Work**

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### **Self-Employed 2012**

### **Present/ Ambassadorial Duties**

Youth Advisor, European Commission - In 2013, I was appointed a youth advisor to the European Commission, more specifically working with vice-president Neelie Kroes on facilitating the Digital Agenda. I have also served as an ambassador to the EUIPO's Ideas Powered initiative. |  
Knowledge Ambassador, Government of Dubai - Regularly traveled to Dubai, UAE to speak and promote youth entrepreneurship and tech literacy at conferences and schools across the city. |  
Ambassador, Fundacion Real Madrid - After befriending Real Madrid president Florentino Perez in 2015 as a Presidential Guest, I became an ambassador for the football club's global charitable foundation, developing internal management software and promoting grassroots initiatives. |  
Call to Code Ambassador, Google

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## Educations

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### **South East Technological University 2018**      **2022/ First Class Honours (1.1) degree in Bachelor of Business (BBS)**

Graduated with a First-Class Honours degree from the South East Technological University in Ireland. The degree is a Bachelor of Business Studies (Hons.) in Business with a 3rd and 4th year specialisation in financial and cost-management accounting.

During my tenure in SETU, I was nominated for a Student Entrepreneur award in 2018 from Enterprise Ireland.

I also served as an inaugural advisor to the SETU "Growth Hub", a first-of-its-kind entrepreneurial education facility and incubator. As part of my role, I helped welcome Minister Simon Harris to the facility during a campus presentation.

Finally, I was the inaugural entrepreneurial scholar for the School of Business, acquiring my scholarship in 2019 and supporting the institute and the programme in years past. As part of this role, I also served as a Student Ambassador.

### **De La Salle College, Waterford 2012**      **2018/ Leaving Certificate (476 points)**

I completed my Junior and Leaving certificates at De La Salle College in Waterford City with 476 points in my Leaving Certificate. My results were as follows:

Biology: H1 (90-100%) | History H2 (80-89%) | English H2 (80-89%) | French H3 (70-79%) |  
Business Studies H3 (70-79%) | Maths O2 (80-89%) | Irish O2 (80-89%)

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## Projects

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**Dragons Den Ireland Winner**

**2013**

In 2013, I received funding for my TeachWare startup on the Irish version of Dragons' Den, broadcast on RTE.

**BT Young Scientist Technology Winner**

2013

In 2013, I received first place in the technology category at the highly esteemed BT Young Scientist and Technology exhibition for my project TeachWare.

**Accenture Innovation Award Winner**

2015

In 2015, I was the recipient of Accenture's Innovative technology award for my visual coding and collaboration project, titled KidsCode. I received a €10,000 bursary from the company.

**Google SRE Intern**

2015

In 2015, I became Google Ireland's first ever high-school intern when I served as a Site Reliability Engineer intern in the Summer of 2015.

**BAFTA Nomination**

2016

In 2016, I was nominated at the BAFTA YGD awards for youth mentorship and attended the ceremony at BAFTA in central London that year.

**Inaugural Entrepreneurial Scholar**

2019

In 2019, I worked with the WIT School of Business management to facilitate the creation of a Entrepreneurial Scholarship, one of the first in Ireland.

That same year, I became the inaugural scholar after being awarded the scholarship by an independent panel.

**Royal Reception Waterford 2022 - Special Delegate**

April 2022

Was honoured to have been invited by the Waterford Mayor to attend a civic reception in City Hall to welcome TRH the Prince of Wales and Duchess of Cornwall.

I was lucky to share a number of minutes in conversation with Princes Charles where we discussed entrepreneurship and tech literacy in education.

I was truly honoured to have been invited to represent my city at this historic event.

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Skills

**Digital Marketing**

**Communication and Collaboration Skills**

**Social Media Management and Content Creation**

**Website Development (Proficiency in HTML5, CSS, and Javascript and all major JS libraries)**

**Mobile App Development and distribution (Mainly dealing in CORDOVA and Hybrid currently)**

**Public Speaking**

**Management**

**Financial Reporting**

**Creative, Entrepreneurship & Intrapreneurship Skills**

**Reporting Skills (Fully proficient in Office, Google Docs and Apple software)**

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Languages

**English**

- Native

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References

**Kollect and Contracting Head of Digital****+353-83-007-4496/ Stephen Power**

Stephen Power is the Head of Digital for Kollect and he initially contracted me for my role in the company in April 2021 and has worked with me on a daily basis since then.

Since 2019, myself and Stephen have collaborated extensively on the development of mobile apps for clients, as part of a partnership between our two consultancy firms. We have developed apps for clients in Government, Delivery fulfillment, Nightclubs, Services, Bars and Restaurants and our apps have been downloaded a combined 100,000 times.

**Kano Computing Marketing Lead****Details on request/ George Cole**

George and I have been part of the two-man marketing team at Kano computing since January 2021. George has been my supervisor throughout my time here.

A link to George's LinkedIn recommendation can be [found here](#).

**BOXWORKS Founder****info@boxworks.ie/ Jim Gordon**

Jim Gordon is the founder of Boxworks, a co-working facility in Waterford, Ireland for which I have been a member and ambassador for 3 years.

As well as that, Jim runs a number of hospitality businesses within Waterford and has been a regular user of my services, including SCNE and Tablepay.

He has also acted as a mentor and advisor for SCNE.

**Waterford Institute of Technology Dean, School of Business****Contact details on request/ Thomas O' Toole**

Thomas O' Toole has been the Dean of the WIT School of Business (soon to be SETU) throughout my entire time studying at the school.

We have worked together on a number of academic initiatives.

**European Commission Vice-President****Contact Details on Request/ Neelie Kroes**

Commissioner Neelie Kroes served as Vice-President of the European Commission and Head of the Digital Agenda when I first joined as an advisor in 2013.

She has been a huge supporter of mine for over a decade. A video of us in conversation can be found [here](#).

**Thinking Heads Agent****+34 673 102 437/ Ben Myatt**

Ben Myatt was my first public speaking agent in 2013 at the Celebrity Speakers Bureau.

He signed me again in 2016 after he joined the Thinking Heads agency, and has been my primary speaking agent for the best part of a decade.