



# TOMÁS VELASQUEZ

BACHELOR OF MARKETING

## ABOUT ME

In 2020, I began my career in the blockchain technology industry. I focus on creating and executing objectives aligned with the company's vision. Having lived in four cities by the age of 12, I developed strong adaptability and cultural understanding.

## CONTACT

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## EDUCATION

### Universidad de Belgrano

#### Bachelor of Marketing 2024

- Finish with classes and exams.
- Waiting for them to give me a date to defend my thesis.

#### Solarships:

- **Venture Academy** by University of San Andres and Endeavor (2023).
- **Business acceleration challenge** by venture investor SF500 (2024).
- Representation of Argentina at **WYF2024 in Sochi, Russia** (2024).

## WORK EXPERIENCE

### Blockchain Developer

#### Ayi Group 2020 - 2021

Work developing contracts in solidity and creating microservices in Node. Participate in two projects:

- **CIDI BAT Tokenization (2020 - 2021):** We developed a functionality for CIDI (Cordoba citizens' app) to pay taxes like VAT using ERC20 tokens. This allowed users to manage their balances more effectively. Additionally, we created a permissioned blockchain with Quorum and a custom consensus algorithm.
- **OTS for PNA (2020):** For PNA (Argentine Naval Prefecture), we used the Bitcoin network and OpenTimeStamps library to create a functionality for certifying all ships entering Argentina with an irrevocable digital signature (OTS).

### Blockchain consultant | Product manager

#### Rootstrap INC 2021 - 2024

In my time at Rootstrap, I served as a blockchain consultant, helping to quote and sell projects to clients and also as a product manager primarily focused on blockchain projects.

- **Sales (2021 - 2024):** For sales, help in various discoveries creating the project objectives and a stories on board to estimate the effort of these projects. As notable clients we had Saks fifth avenue, Mojito, Dolphin Agency, among others.
- **Dolphin NFT (2021 - 2022):** With Dolphin marketing, we created a platform for iconic moments of US university athletes, like NBA Top Shot. My role was in product management with blockchain expertise. The app failed because it depended on FTX APIs
- **DAOFY (2022 - 2023):** I promoted and was the leader to create DAOFY, a DAO, where we took advantage of the unproductive capacity of Rootstrap, to create startups with third parties taking advantage of our unproductive programmers and experts. My role was mainly product and strategic. You can find more here: <https://www.daofy.me/>
- **Wonder Room (2023 - 2024):** Our first success story with Daofy, where I am also a co-founder and partner. We created Wonder Room, an app together with experts from the world of collecting, to create digital twins of collectibles to safeguard the value and history of this object on the blockchain. My role was Product Manager and in recent months, also Scrum Master. Wonder Room's web page: <https://www.wonderroom.io/>
- **Forecast (2024):** I was called to work on Rootstrap's internal app, Forecast, crucial for operations, resources, and financial data. As a product manager, I developed a 6-month plan to fix unreliable metrics, remove unusable features, and create a future roadmap. This addressed persistent issues since 2021.

## Extra

In these years I also started and participated in some competitions. Here are some milestones to highlight:

- **WRTH (2021 - 2023):** I developed a clothing brand, where we put an NFC chip in the products, which when you scanned it took you to a virtual experience with a 3D model and entertainment.
- **Backdrop Build (2024):** Finalists in Backdrop Build, a hackathon where we develop an app that connects with Farecaster to upload and connect with people who are building in Base. Here I worked as a designer and product manager.

## SKILLS

- Figma
- Jira
- Webflow
- Public speaking
- Stories On Board
- English (TOEFL)