

JOSH HELMS

INTERNATIONAL MARKETING/BLOCKCHAIN & TECH CONTENT
CREATIVE STRATEGY & VIDEO

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KEY STRENGTHS

CRYPTO & CONTENT
Blockchain research, product tutorials, technical explainers, X Spaces and on-camera hosting

VIDEO & CREATIVE
Concepts, scripts, direction, filming, presentation and editing (Adobe Premiere Pro)

MARKETING & AI
Western-market localization, SEO, organic social, Shopify, Search Console and ChatGPT/Codex workflows

LANGUAGES
English (native); Mandarin Chinese (conversational, strong listening, functional written communication)

PROFESSIONAL PROFILE

International marketing and creative professional with blockchain experience at Phemex and ongoing freelance work for Toobit. Skilled at translating complex technical and trading subjects into clear, engaging content, combining end-to-end video production with Western-market strategy, team leadership and AI-enabled marketing workflows.

PROFESSIONAL EXPERIENCE

aosu
Sep 2025 - Present

Digital Marketing & Content Strategy Lead

- Built a keyword-led SEO program and AI-assisted publishing workflow, delivering 100+ media-rich articles and major rewrites; blog-section organic clicks increased 35% year over year during the measured period.
- Developed AI-assisted social content workflows for planning, creative testing and review; cumulative Facebook and Instagram post reach more than doubled from Q3 to Q4 2025, alongside higher engagement rates.

Toobit
2024 - Present

Freelance Crypto Video Producer & Host

- Independently develop and publish short-form crypto videos for TikTok, X and YouTube, from topic research and scripting through filming and editing.
- Produce commissioned scripts, storyboards, voiceovers and on-camera segments; review and refine videos before publication.
- Host live X Spaces with KOLs and project leaders, guiding discussions on blockchain projects, markets and industry developments.

Temu
Dec 2024 - Sep 2025

International Marketing Team Lead

- Led an international marketing and localization team of approximately 60 employees through four team leads.
- Built a tiered creative-request system later integrated into Temu's internal software; improved coordination between Chinese and international teams.

USA Marketing Team Manager
Oct 2022 - Dec 2024

- As Temu's first international advertising hire, helped shift US-facing creative toward concepts tailored to Western audiences.
- Owned production of video advertisements end to end, directing relevant teams from concepts and scripts through casting, filming, directing and editing.
- Developed repeatable ad formats adopted widely by other teams; multiple independently produced video video ads ran for a time among Temu's top-performing creatives.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Phemex

Jan 2021 - Sep 2022

Video Marketing Manager

- Led YouTube and TikTok content strategy, producing explainers, ads, and market commentary from concept to delivery; several TikTok videos exceeded 100,000 organic views. Many Youtube videos had 1000s of views and high engagement.
- Researched blockchain protocols, token standards and trading concepts to produce clear educational videos; collaborated with developers on pre-release product tutorials.
- Co-developed and launched an ongoing customer-facing Learn & Earn program combining educational videos, interactive quizzes and rewards.
- Launched and hosted a weekly crypto trivia livestream, managing the platform, topics, promotion and prize coordination.

Railink International Intermodal Logistics

Aug 2019 - Feb 2020

Marketing & Business Development

- Created promotional content, hosted industry webinars and supported the company's trade-show presence in Munich.

Shandong University of Science and Technology

Sep 2015 - Jul 2017

University Instructor

- Independently designed and taught university courses, including curricula, assessments and grading for classes of over 100 students.

EDUCATION

Fudan University

LL.M.,ChineseBusiness Law | 2019 | Shanghai, China

Texas A&M University

B.A.,Telecommunications& Media Studies; Minor, English Literature | 2014 | College Station, Texas