

Brady Tinnin

bradynoahtinnin@gmail.com | 513-800-9315 | bradynoah.com

WORK EXPERIENCE

Blockstream

September 2025 – Present

Technical Copywriter

Remote

- Built an AI-driven content engine with two intakes, coworker requests and an in-house social listener for external signals, that automates drafting and publishing, growing blog output 55% half-over-half from H2 2025 to H1 2026 with no added headcount
- Own in-product UX copy across Blockstream's app, Explorer, Lending, and Enterprise Custody: tooltips, labels, error and confirmation states, onboarding, and modal flows, written in Figma with design and engineering
- Leading copy for the company-wide rebrand across the website, product surfaces, event materials, and marketing campaigns, defining the new voice from leadership interviews and customer feedback
- Improved average search position from ~18 to ~7, moving blog, help-center, and glossary content from page two-three onto page one, and grew search impressions ~40% by owning SEO across Ahrefs, Google Search Console, and GA4
- Packaged brand guidelines and custom asset-builder skills into downloadable AI kits for coworkers to deploy brand-aligned marketing materials, create static webpages, and onboard new employees faster
- Ran a coworker AI-onboarding program: interviewed colleagues about their workflows, generated a personalized AI operating framework for each, and led live setup sessions across Corporate Development, HR, and Design
- Redesigned the Help Center end-to-end, from information architecture to copy and CMS production, made self-improving via an automated loop that turns support and search signals into new and refreshed articles

Sovreign

October 2024 – September 2025

Editor & Consultant

Remote

- Developed content strategy and managed a team of 12, overseeing blog and guide creation, social media outreach, and more
- Established content guidelines, SOPs, and SEO practices to ensure consistent, brand-aligned messaging
- Executed email drip campaigns, newsletters, Google Ads, eBook promotion, and cold outreach for client acquisition
- Grew organic traffic 400% within the first five months of owning the brand's content development

Brady Noah Writes

May 2020 – Present

Content Strategist, Social Media Manager

Remote

- Source, write, and proofread educational articles, breaking news, video scripts, and social media copy
- Grew organic monthly traffic 20x and drove 150,000+ impressions from near-zero in 16 months
- Build data-driven content strategies using Google Search Console, Google Analytics, Ahrefs, and Semrush
- Support affiliate and small-business clients across fintech, wealth management, and news

NP Digital

May 2022 – May 2023

Content Production Specialist

Remote

- Supported brand-growth strategies for industry leaders including Adobe, SoFi, Chime, LinkedIn, and DIRECTV
- Developed link-building, user-generated-content, and social media plans to drive brand awareness
- Led client-facing presentations on new-client briefings, industry developments, and content strategy

Helium SEO

May 2019 – August 2019

Account Manager Assistant

Cincinnati, OH

- Optimized metadata and on-page content for clients to boost organic traffic and Google search rankings
- Wrote articles and blog posts to increase content depth and reader engagement, and ran A/B tests across client verticals

INVOLVEMENTS

Bitcoin University

November 2021 – May 2022

Co-Founder & Treasurer

Columbus, OH

- Co-founded a student organization that educated on and drove Bitcoin adoption among Ohio State students, organizations, and officials
- Created a weekly newsletter on the latest Bitcoin developments for 110+ members and led bi-weekly presentations and Q&A sessions

EDUCATION

The Ohio State University

August 2018 – May 2022

Direct Admit, Max M. Fisher College of Business

Columbus, OH

- Bachelor of Science in Business Administration, Marketing specialization · GPA: 3.62

SKILLS & TOOLS

Content strategy, editing, brand voice, SEO/AEO, email & newsletters, social, long-form & technical writing, video scripting
Ahrefs, Google Search Console, GA4, Semrush, AI/LLM content workflows, prompt & context engineering, agent & skill building
(Claude Code, MCP), workflow automation, CMS, HTML/CSS