

LEO JAKOBSON

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| Freelance | <i>2023-24</i> | Freelancer: Focused on news articles and marketing content. |
| Newslead | <i>2023</i> | Contract Freelancer: Produced daily news stories and features for cryptocurrency media outlets and corporate clients. |
| PYMNTS.com | <i>2021-22</i> | Senior Writer: Covered cryptocurrency for the global payments industry, an audience that is financially sophisticated yet not overly familiar with crypto and blockchain world. |
| Newslead | <i>2021</i> | Contract Freelancer: Produced daily news stories and features for cryptocurrency media outlets and corporate clients. |
| Modern Consensus | <i>2019-21</i> | Editor-in-Chief: Oversaw all content including daily news, features, and special projects covering the cryptocurrency and blockchain industry. Managed all website content and social media. Hired freelancers, assigned stories, wrote and edited news and features. Built relations with industry sources. |
| | <i>2018-19</i> | Senior Editor: Produced daily coverage, features, and special projects. Focused on digging deep into the stories and people behind the news. Made frequent use of financial statements, regulatory filings, and legal documents. |
| Incentive | <i>2003-18</i> | Executive Editor: Wrote and edited features, news and destination travel articles about incentive and recognition strategy. Expanded coverage into employee and consumer engagement fields. Duties included speaking at events, managing freelancers, and moderating webcasts and podcasts. |
| Successful Meetings | <i>2010-18</i> | Senior Editor: Wrote and edited features, news and destination travel articles about meeting, convention and event strategy. |