

Ryan Yousefi

Crypto Gaming Growth & Content Leader

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PROFESSIONAL SUMMARY

Since 2021, I have led teams driving over \$1B in combined transaction volume across wagering, fees, NFT sales, and partnerships, working across nearly every major blockchain. I bring more than 20 years of experience in content and management, including 5+ years focused specifically on crypto gaming.

Self-driven and highly motivated, with a career shaped by navigating multiple crypto cycles, gaining real, hard-earned experience through both market highs and downturns. Battle-tested and calm under pressure, I approach challenges with a clear, solutions-first mindset. I have built strong relationships with players and industry leaders, earning a reputation as a trusted operator who can align communities, partners, and teams to execute at a high level.

EXPERIENCE

Photo Finish(TM) LIVE

Director of Communications

September 2022 - Present

Third Time Games (Solana)

- Founding team member of Photo Finish(TM) LIVE, the #1 all-time revenue game on Solana.
- Led team that secured Official Gaming Partner status of the Kentucky Derby.
- Executed multi-year campaigns with NBC Sports across television and digital platforms.
- Led activations with dozens of crypto industry partners at conferences globally.
- Organized and led in-person events and conferences across multiple countries.

\$100M+ Racing Volume

\$50M+ Breeding Volume

\$25M+ Horse Purchases

ZED RUN

Content Director

July 2021 - August 2022

Virtually Human Studios (Polygon)

- One of the first 10 employees at ZED RUN, a pioneering crypto horse racing game on Polygon.
- Directed content, social, EDM, and partnership strategy across all channels.
- Delivered campaigns generating millions in NFT sales and tens of millions in racing volume.
- Led community onboarding initiatives and global event activations.

Partners: Netflix, Atari, Budweiser, NASCAR, Stella Artois, Victoria Racing Club

GENERAL WORK HISTORY

Content Experience

Twenty-plus years publishing content across platforms such as ESPN, MiamiDolphins.com, UPROXX, Miami New Times, Phoenix New Times, Talk Media Inc, Pro Football Sports Network, and many more.

Business Management Experience

Affordable Rehab, Therapy Center

Director of Operations

2007 - 2021

Healthcare

KEY METRICS

\$1B+	Combined transaction volume across wagering, fees, NFT sales, and partnerships since 2021
20+	Years in content and management
5+	Years focused on crypto gaming
\$100M+	Racing volume generated at Photo Finish(TM) LIVE on Solana

EDUCATION

Master's Degree in Business Management

Western Governors University

Bachelor's Degree

Western Governors University

TOOLS & TECHNOLOGIES

Productivity	Microsoft Office, Google Workspace
Content & Marketing	WordPress, Webflow, Notion, Mailchimp, Klaviyo, Hootsuite, Buffer, Canva, Adobe Creative Suite
Web & Development	GitHub, Vercel, HTML, CSS, GoDaddy, Cloudflare
AI & Automation	ChatGPT, Claude Code, Midjourney, DALL-E, Grok
Analytics	Google Analytics, Search Console, Ahrefs, SEMrush, Hotjar
Project Management	Slack, Trello, Asana, Monday.com, Jira