DANIEL WOOD

Content Strategist | Monitoring and Evaluation Specialist | Performance and Accountability | Journalist | Troubleshooter

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EXPERIENCE

Content Manager

Learn Crypto

📅 03/2022 - Present 📍 Tallinn, Harjumaa, Estonia (Remote)

Developing non-profit educational initiatives to enhance understanding of cryptocurrency and blockchain technology within a non-profit setting. Created and directed:

- 160+ lessons or 41.3 hours of learning content on crypto.
- 110+ videos or 218 minutes of video content.
- 400+ articles averaging 3,000 words each.
- Created content for crypto seminars with Multimedia University of Kenya and University of Calabar, Nigeria.

Content, Social Outreach Manager

AmaZix

📅 11/2017 - 01/2021 📍 Hong Kong (Remote)

Designed full brand and marketing strategies, created/directed content for blockchain clients. Ghostwrite for C-level execs.

- Created and implemented brand and content strategies for major blockchain companies such as AIKON, OVR, Eidoo and FortKnoxster.
- Wrote over 50 editorials and opinion pieces for C-level execs, achieving unpaid publication or mention in WIRED, Hackernoon and others.

Reporting Delegate

International Federation of Red Cross and Red Crescent Societies

📅 06/2015 - 03/2016 📍 South Sudan

Actively managed planning, monitoring, evaluation and reporting as an IFRC delegate in South Sudan.

- Investigated missing financial and reporting information, while negotiating unmet donor requirements, to successfully close an operation that had dragged on 3 years beyond its expected completion. As part of this, I visited distant local managers, spending time with them to restore trust and communication, and submitted final reports that satisfied all commitments.
- Supported production of plans, budgets and proposals to secure funding for a cholera emergency response (CHF100,000 for 60,000 people). I was the main manager for this operation, which we completed in 3 months, exceeding some targets while meeting budget requirements and completing a full evaluation -- a relative rarity given the complex situation.
- Trained volunteers in sampling, collecting and analysing data, recording them as part of a Rapid Mobile Phone-based (RAMP) survey rollout.
- Developed learning systems; building capacity for staff and volunteers. Developed data collection system that was not language-reliant, nor required high literacy for women-based projects to monitor their own progress.
- Managed national statistics; reporting on progress, accountability compliance and budgets. In my first month, I helped build a simple map of tests in water quality in refugee camps, data which MSF said was very useful.

Bureau Chief

The Brunei Times

📅 05/2013 - 05/2015 📍 Brunei Darussalam

Set up and launched an investigative journalism and reporting bureau.

- Recruited and trained local reporters who continued to independently run the bureau after my tenure.
- Published high-profile investigative pieces, some of which led to me being summoned to the PM's Office.
- Secured exclusive interviews with ASEAN Secretary-General and NZ PM.

SUMMARY

Passionate humanitarian worker with extensive experience in non-profit development, investigative journalism, and recent learning and content expertise in Web3 and blockchain.

Development work
At 24, I found my first and recurring love working for the Red Cross. I have been very fortunate to enjoy a successful career across a broad range of internal and field-based emergency operations and programmes; meeting wonderful people and doing what I love – planning, monitoring, delivering and facilitating development initiatives.

I was often deployed to the field at early onset of disaster, assessing needs and reporting systems needed for a full operation. I settle in quickly, networking with local communities and identifying national talent or training volunteers to take ownership of the work. My flexibility means I take on diverse *ad hoc* roles in small field teams -- representing my organisation at cooperation meets, negotiating with donors, cooperating with other actors, even direct project implementation.

Journalism
I plunged into journalism in my early 30s as a senior reporter for an English daily in media-restricted Brunei. Months into the job, I was tasked with setting up a remote bureau, succeeding on my paper's fourth attempt. My willingness to get close to sources and spend time living in foreign communities allowed me to deliver compelling, insightful, and impactful stories across multiple platforms.

I'm committed to journalistic integrity, and work hard to be accurate and clear in my work. I believe in giving voice to the underserved, turning complex issues into engaging narratives. My editorial experience has made me proficient in overseeing content production, mentoring writers, journalists, and data collectors -- even in communities with literacy issues.

Emerging technology
As a full-time carer at home over the last seven years, I worked remotely in blockchain technology and decentralised finance, chiefly as a content strategist for companies and their users. As a ghostwriter and educator, I am adept at breaking down jargon into engaging learning content.

LANGUAGES

English
Native ●●●●●

Malay
Proficient ●●●●○

ADDITIONAL EXPERIENCE

Content Manager

PlasmaPay & Plasma.Finance

📅 02/2021 - 04/2022   📍 Estonia

Developed communication strategy for a decentralised finance network.

- 3 social media posts; 1 article/guidance/press release per week.
- Detailed manuals for each new product/service on plasma.finance.

Head Editor

Bitcoin News

📅 03/2018 - 03/2020   📍 Belize (Remote)

Sourced newsworthy stories and features in decentralised finance and revolutionary tech.

- Trained a global remote team of journalists to seek out and publish unique stories in the world of crypto, with salaries all paid in crypto.
- Published exclusives with elusive/anonymous crypto advocates in Argentina, Iran, Thailand, US and online.
- Secured connections with EU Blockchain Group in Brussels

Planning, Monitoring, Evaluation and Reporting Delegate

International Federation of Red Cross and Red Crescent Societies

📅 11/2010 - 09/2012   📍 Pakistan

Responsible for overall PMER unit's role in IFRC Pakistan.

- Strengthened relationships with bodies such as *ECHO, USAID* and *DFID;* securing over CHF1m in relief contribution in the initial 2010 flood response.
- Recruited/trained multicultural teams with limited resources; enhancing volunteer networks and project efficiency. I supported my staff to be the first female disaster responder in Pakistan Red Crescent.
- Was primary contact for donors during the 2010 Pakistan floods, and IFRC representative in cluster meetings for information and shelter.
- Increased accountability to beneficiaries with a key nationwide baseline survey which helped improve relief operations serving 1m+ residents.

Planning, Monitoring, Evaluation and Reporting Officer (Asia Pacific)

International Federation of Red Cross and Red Crescent Societies

📅 11/2008 - 10/2010   📍 Malaysia

Responsible for PMER Asia Pacific, specifically Southeast Asia.

- Managed government and donor reporting for the 2004 Asian Tsunami and AP Zone programmes (2008-10).
- AP focal point for a global disaster risk reduction alliance, APAC humanitarian statistics and FedNet.
- Set up and recruited national staff for information management and reporting systems for the Sumatra earthquake & Pakistan floods in 2009/10.
- Supported final reporting requirements for the 2004 tsunami operation across South/Southeast Asia and East Africa.

Regional Reporting Analyst

International Federation of Red Cross and Red Crescent Societies

📅 06/2004 - 03/2008   📍 Malaysia

Responsible for final reporting to donors on IFRC programmes in Southeast Asia.

- Reported on emergency and development projects as an AP regional analyst/editor in Kuala Lumpur (2004-08).
- Led global emergency reporting from Geneva HQ in the 1st month of the *IFRC* 2004 tsunami operations.
- Deployed to Indonesia after the 2005 tsunami/2006 earthquake, then to Pakistan following the 2006 earthquake.
- Recognised as the 1st of 7 global offices to successfully post zero outstanding donor reports across the region, despite accounting for over 50% of global reporting.

TRAINING

Programme Management

Monitoring and Evaluation

Disaster Response

Rapid Assessment

ATTRIBUTES

Receptive to new tasks   **Highly creative**

Amplifies teammates   **Excels solo**

Flexible across disciplines   **Loyal**

Effective in challenging environments

EDUCATION

MA (distinction), Refugee Protection and Forced Migration Studies

School of Advanced Study, University of London

📅 10/2018 - 08/2022