

Funghibull

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SUMMARY

Product marketing, GTM, and strategy across frontier-tech markets. Built SHILLR to 40+ clients and roughly \$5M in firm revenue, with experience spanning positioning, launches, partnerships, and zero-to-one products across crypto, gaming, fintech, and consumer markets.

EXPERIENCE

Co-Founder & Chief Strategy Officer

2021-2026

SHILLR | Remote

Built a crypto-native strategy firm into a 40+ client business that generated roughly \$5M in revenue, with work spanning positioning, go-to-market, partnerships, and product marketing.

- Won most clients through reputation, network, and referrals, without paid acquisition.
- Led positioning, go-to-market, and partnership strategy across gaming, fashion, DAOs, DeFi, collectibles, L2 infrastructure, and consumer crypto.
- Helped clients launch new categories, sharpen market narratives, and turn attention into sales - contributing to \$50M+ in client-side revenue.
- Built and led a remote team of 8 across strategy, creative, and operations.
- Produced The Garden at NFT NYC 2024, closed a late \$50K sponsor gap through crowdfunding, and created the Mobile Art Gallery, an LCD billboard activation featuring 1,000+ digital artists across New York and Miami.

B2B Product Specialist

2019-2021

Bambora (acquired by Worldline) | Remote

- Supported customer success and product adoption across a payments platform processing \$62B annually for 110,000+ merchants in 70 markets.

Digital Marketing Specialist (Contractor)

2018-2019

DeWALT | LEVEL5 Tools

Ran paid acquisition, influencer, lifecycle, and ecommerce work for DeWALT and LEVEL5 concurrently.

- Increased online sales 24% by building lifecycle email programs that turned passive audiences into repeat buyers.

PROJECTS

LARP

2025

Founder

Built a fantasy-finance app for crypto markets with weekly entry, simulated capital, and cash prizes.

- Created the concept, named it, designed the core mechanic, and recruited design and development talent with no capital.
- Led the project for 8+ months, shipped globally on iOS and Android, reached 9,000 signups and 1,000+ installs, and shut it down when the economics no longer worked.

WRITING

A Monster is Revealing Itself

June 2026

Market analysis on trading card culture, onchain ownership, and consumer crypto bridges.

A Good Place to Start

June 2026

Essay on fatherhood, shutting down SHILLR, and moving through a major life and career transition.

EDUCATION

University of Victoria

2014-2019

Bachelor of Psychology, with dual focus in Consumer Psychology and Neuropsychology