Shreeda Segan

Research, creative, editorial, copy, and content for tech and startups
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Experience

Mercury · Feb. 2021 – Mar. 2024

Deputy Magazine Editor; Content Marketing Manager · Mar. 2022 – Mar. 2024

Worked with the editor-in-chief to co-launch *Meridian* (meridian.mercury.com) — a new, branded magazine on stories of tech and entrepreneurship — as a two-person team; contributed as a full-time staff writer with a focus on startup and crypto stories; pitched, wrote, and edited stories; built monthly newsletter to promote articles and tripled subscriber count; worked with designers on art and product design; also rebranded and launched a new iteration of customer stories

Social Media Strategist · Feb. 2021 – Mar. 2022

Owned Mercury's social media strategy across Twitter and LinkedIn; created a calendar of daily posts for an audience of startup founders and e-commerce entrepreneurs; grew Mercury's Twitter following from ~6K to ~16K; wrote thoughtful tweets and posts with human, on-brand language; worked with our marketing, design, and engineering teams to keep our audience up to date on Mercury events, new product launches, and our company culture; develop meaningful metrics to track the success of our content

Summer of Protocols (Ethereum Foundation) · July 2023 – Sep. 2024

Affiliate Researcher

Helping the Ethereum Foundation increase public literacy and awareness around protocols, broaden technical discourses around protocols, and contribute to artistic and literary explorations of protocols; helping develop and grow the work of core researchers; focused my research on dating protocols

Selected works

- *The future belongs to those who prepare like Dwarkesh Patel* — Editorial; featured by Tyler Cowen, was a hit on X, and landed me a spotlight in a newsletter to 100K+
- *Emmett Shear on AI's culture wars* — Editorial
- *Byrne Hobart, the unlikely oracle* — Editorial, featured by Tyler Cowen
- *Tim Beiko on Ethereum's moonshot* — Editorial
- *Startups through the hands of potters* — Editorial
- Memory Bank: Tyler Denk of Beehiiv — customer storytelling that did well on social
- Tips for raising a pre-seed — X thread; content strategy
- Announcing Mercury Raise for Series A — X thread; product launch
- Banking built for Web3 companies — Front-end copywriting

Education

Bachelor of Arts · Computer Science & Writing

Sarah Lawrence College · 2016 – 2018

Introduction to ML/AI, Principles of Programming Languages, Data Structures & Algorithms, Intro to Computer Science, Yearlong Fiction Workshop, Poetry Workshop (2), Independent Study in Poetry (Writing from Exile), Art from Code, General Neurobiology

Bachelor of Science Transfer Credits

Rutgers University Honors Program · 2013 – 2015

Advanced Topics in Cognitive Science, Minds, Machines & Persons, Independent Study in Cognitive Science (Complex Adaptive Systems in Social Science), Intro to Logic, Philosophy of Psychology, General Psychology