

# James Richard Fry

Senior Marketer, Web3 Strategist, Founder & Entrepreneur  
Without People, Web3 Doesn't Matter.

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## Rising Tides - Chief Marketing Officer

2021 - April 2022

Rising Tides was a new protocol on Polygon with the goal of developing a platform to matchmake web3 clients with expert web3 marketers. Think UpWork, but with less noise & more quality.

*Core responsibilities included: developing and implementing launch go to market strategies, lead and develop team of 6 marketers, build communities on social media, Telegram and Discord distribution channels. Develop front facing onboarding systems for freelancers & clients alike. Oversee all aspects of our online presences.*

## Waffle Frens - Founder & CMO

2021 - Current

Waffle Frens is the first NFT project aimed at building an NFT funded restaurant IRL. By harnessing the power of community in web3, we believe that this restaurant will serve as a test case to our hypothesis that web3 has the power to disrupt an worn & tired industry. Through the power of community, are building a better model for the future of restaurants.

*Core responsibilities include: creative direction, development and implementation of go to market strategies, website design & development, launch strategies, and management of a growing team.*

## Germination Labs - Founder & Creative Director

2017 - Current

Germination Labs in its web2 form is a strategic marketing firm geared toward helping clients add the right elements of marketing to their business ideas to help them sprout and grow into sustainable & thriving businesses.

*Core responsibilities include: developing and implementing go to market strategies for our clients, acting as a fractional CMO with clients to help hire, lead, and manage their in-house marketing teams, lead brand design & development, website design & development, content marketing strategies, among other marketing efforts, depending on the clients. Relevant case studies on Page 2.*

## Other Information

- Bachelors of Science in Communication & Sociology:  
Saginaw Valley State University - Class of 2010
- Proficient in Adobe Creative Suite, No-Code Solutions, Wordpress & Webflow.
- Web3 Enthusiast
- Always leading with empathy first.

## **E3M Solutions**

*Fractional Director of Marketing, leading to 2x Yearly Revenue in under 2 years.*

As a mid-size engineering firm in Grand Rapids, Michigan, E3M Solutions was uniquely positioned to experience new growth in the competitive Midwest construction market. Under my leadership as a fractional Director of Marketing, I led our team to rebrand E3M, build a new User Experience focused website, and develop go-to-market strategies to help E3M double their yearly revenue in just under two years. You can see some of our work for E3M here - [www.e3msolutions.com](http://www.e3msolutions.com)

## **Genius Education**

*Marketing Advisor - Leading the re-brand & re-launch of Genius Education*

Genius Education is an all-in-one software solution, designed to centralize all things education. As their marketing advisor, I led our team to rebrand Genius Education (formerly DDC), develop a new website, developed & executed email marketing campaigns, and helped to lead their sales team's marketing efforts. We also partnered with and led an SEO / PPC Agency through targeted marketing campaigns. You can see some of our work for Genius Education here - [www.geniuseducation.com](http://www.geniuseducation.com)

## **Retina Specialists of MI**

*Marketing Advisor - Website Design & Social Media Marketing / Advertising*

Retina Specialists of Michigan is a West Michigan based specialist eye care facility, working largely off of referrals from primary care physicians. With 95% of their patients coming from these referrals, our focus was not to grow their yearly intake, but to work to improve patient satisfaction, and to improve the referral process. We started with a redesign of their website, led their social media advertising campaigns, and developed a new review collection system to gather the right data from their patients so that they could continue to improve their quality of care. You can see some of our work with them here - [www.retinaspecialistsofmichigan.com](http://www.retinaspecialistsofmichigan.com)

## **Rising Tides Protocol & DAO**

*CMO - Co Founder*

I was recruited to lead the team of community builders & marketers for Rising Tides Protocol & DAO as the CMO & Co-Founder. While the story does not have a happy ending, and we were unable to reach our fundraising goals due to the timing of the market crash, the experience of hiring, developing, and leading a team in this new web3 effort was life changing. The silver lining was the people I met along the way - and I truly mean that.

Rising Tides was a Proof of Work protocol & token being build on Polygon as a competitor to Upwork in the web3 space. I'll share the full story of how this came to an abrupt end, but rather than excluding it, I'm damn proud of what me and my marketing team did accomplish, and celebrate the experience we all gained.

As they say: know when to hold em; know when to fold em.