



Ben Wehrman

Social Media Manager

Passionate about building social media strategies that enlighten the masses on companies/products/services that are moving the world in a more enlightened direction.

Experience

Jan 2018 - Present

benwehrman.com

Podcaster, Writer, Social Media Manager

- Built website from scratch--coding, design, content, the whole shebang
- Post content (podcasts, blog posts, photography) in a variety of niches, such as Bitcoin, health, and travel
- Maintain strong SEO site-wide to drive organic traffic to blog posts
- Manage portfolio of brand partnerships to leverage affiliate marketing and sponsorship opportunities

March 2024 - August 2024 (Contract)

The Bitcoin Conference

Social Media Manager

- Managed all socials for the biggest Bitcoin conference on earth (220K on X, 180K on IG)
- Created a mix of general engagement content, and promotion for the company's 3 largest events: Bitcoin Asia, Bitcoin Amsterdam, and Bitcoin 2024
- Posted daily across all social media channels: Twitter/X, Instagram, Facebook, LinkedIn, TikTok, Nostr

September 2022 - August 2023

Fold Inc.

Copywriter, Social Media Manager

- Wrote copy for in-app screens, email notifications, website, and blog posts (blog.foldapp.com/author/ben/)
- Managed Twitter and Instagram content, driving >1.2 million impressions and >52,000 engagements over the course of 1-year campaign

March 2022 - August 2022

Compass Mining

Writer

- Wrote regular informative blog posts educating the masses on Bitcoin mining, and the industry at large
- Assisted on social media management of company's Twitter, LinkedIn, and Ghost (publishing platform)
- Led daily Twitter Spaces discussing both company and broader Bitcoin market news
- Served as primary copy editor for both writing and social media teams



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benwehrman.com



youtube.com/@benwehrman



[@thebenpod](https://www.instagram.com/thebenpod)



primal.net/ben



linkedin.com/in/benwehrman/



[@benwehrman](https://twitter.com/benwehrman)

Education

2013 - 2017

Communications

University of Washington

Projects



Ben Wehrman Podcast

benwehrman.com/podcast

Where I host the smartest minds on Earth to discuss the most important topics facing our world.



Blog

benwehrman.com/blog

Where I take my readers on a deep dive into all sorts of different topics, from health/diet, to Bitcoin, to environmental protection, and everything in between.



WhyCarnivore.com

The ultimate compilation of educational resources on the healthiest human diet.



WhyBitcoinOnly.com

The ultimate compilation of educational resources on the future global reserve currency.

Advanced Social Media Stats

For Fold only - unfortunately the X API was gutted during my stint with Bitcoin Conference, so I can't pull accurate numbers. I gained them around ~20K new followers during my 6mo. contract.

Ben's Memeing Adventure

Active Campaigns / Ben's Memeing Adventure / Overview

Edit Campaign

Overview

Plan

Sent Posts

Campaign Performance

See more details in the Tag Report

Impressions

1,242,856

Engagements

53,616

Engagement Rate (per Impression)

4.3%

Post Clicks (All)

32,735

Top performing posts

@fold_app

Wed 1/25/2023 7:01 pm EST

"Ethereum is the mother 🍆-hole from which all 🍆-coins spring." -@Saifedean
<https://t.co/UFnm3sGN6H>

Total Engagements1,648

Reactions635

Comments86

Shares83

Post Link Clicks17

Other Post Clicks824

Other Engagements3

@fold_app

Thu 6/22/2023 1:13 pm EDT

Fold Bitcoin Buying & Custody Update:
<https://t.co/coZ7yUwA7t>

Total Engagements1,538

Reactions60

Comments11

Shares10

Post Link Clicks885

Other Post Clicks572

Other Engagements0

@fold_app

Mon 7/3/2023 1:14 pm EDT

Got sats? <https://t.co/xo9Hr8ZSA4>

Nurse: Sir you've been in a coma. It's 2035
Me: How many dollars per Bitcoin?
Nurse: What is a dollar?
Your bill is 0.0000000031

Total Engagements1,504

Reactions866

Comments29

Shares107

Post Link Clicks13

Other Post Clicks480

Other Engagements9

@fold_app

Wed 12/7/2022 10:51 pm EST

.@coryklipsten fixes this
<https://t.co/Xbq9r8SQM9>

Total Engagements1,293

Reactions453

Comments22

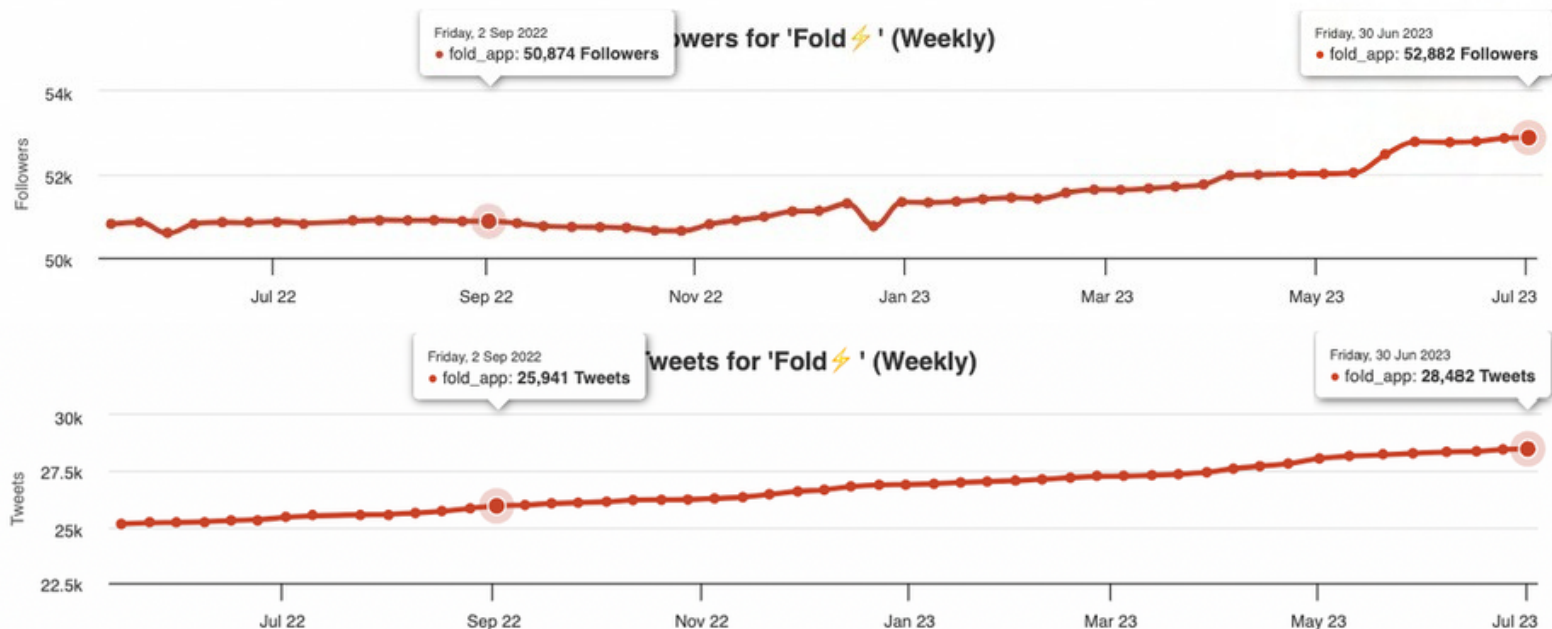
Shares51

Post Link Clicks20

Other Post Clicks744

Other Engagements3

TOTAL FOLLOWERS, FOLLOWING, & TWEETS GAINED FOR FOLD_APP (WEEKLY)



Work References

More available on my LinkedIn: <https://www.linkedin.com/in/benwehrman/details/recommendations/?detailScreenTabIndex=0>



Joshua Glassmyer · 1st

Managerial Analytics (Risk, Security, Decision-Making) - AWS SAA, CIPT

November 9, 2020, Joshua worked with Ben but on different teams

All LinkedIn members

On



Ben is gregarious, genuine and goes at life with gusto. Any team would be blessed to have him onboard. He has a tireless work ethic, he knows what matters, and he doesn't compromise.

On top of that, he is almost directly responsible for my marriage. He vouched for me when my wife had no clue who I was. For that I am eternally grateful, and will always consider him a good friend.



Henry Honorof · 1st

Policy advocate and researcher

January 29, 2019, Henry was senior to Ben but didn't manage Ben directly

All LinkedIn members

On



Ben is a powerfully persuasive and persistent salesman, a gifted social media content creator and curator, and a passionate champion for protecting the environment. Ben fosters a warm, friendly, supportive work environment, and supports his colleagues to step up their performance through encouragement and leadership by example. Ben would be an asset to any company looking to build their reputation, grow their brand, and maximize their impact.



Raine Rohrbacher · 1st

Operations Analyst at 3Degrees Group, Inc.

January 24, 2019, Raine managed Ben directly

All LinkedIn members

On



Savvy at sales, easy communicator, and willingness to help out are just a few shining examples of what Ben brings to his work. He has a dedication to self-improvement and takes feedback seriously. In his time with us, he frequented both our regional and nation-wide leaderboards at the tops of the lists. He aided in effective messaging campaigns in both renewable energy and energy efficiency and traveled to assist other teams with their goals. He was crucial to our teams not only hitting but exceeding our annual goals across programs. When he told me he was leaving the team for an awesome travel opportunity, I was saddened, and wholeheartedly extended an offer that he will always have a place on my team.



Garrett Downen · 1st

Jack of all trades, master of some. I optimize organizations, lead teams, meet objectives, and take pictures.

January 8, 2019, Garrett was senior to Ben but didn't manage Ben directly

All LinkedIn members

On



Ben is a force of nature. He's creative, driven, and ambitious. He's refreshingly fearless when connecting & advocating with people -- ranging from senior level colleagues to members of the public who he's just met. This is validated by his advocacy for sustainability programs while at 3Degrees. Out of a nationwide team of 200+ people, he frequently topped the performance charts. He's as friendly as they come, and he takes a killer photo to boot. I was proud to have him, his passion, and his effectiveness on my team.