



Direct Response Copywriter

Based in sunny San Diego, the XYO Network is the world's first Proof of Location blockchain project. The company behind XYO Network is XY Findables, which was started in 2012 and has produced over 1 million Bluetooth and GPS hardware devices, which help customers find and keep track of their prized possessions, like their keys, purse or even their ADHD puppy who likes to take themselves on walks!

The lessons we've learned building a successful consumer IoT business has prepped us for the most exciting and ambitious chapter of our company's life: the XY Oracle Network ("XYO Network" or "XYO"). Ethereum-based smart contracts give the ability to utilize the blockchain and cryptoeconomic principles across countless industries and implementations. However, we currently don't have a decentralized and authoritative oracle to determine and verify location. The XYO Network solves this problem by creating a layered location verification service that is effective across many device classes and smart contract protocols. It's based on a set of novel cryptographic mechanisms, Proof of Origin and Bound Witnesses, which tie together the power of the blockchain and real world data collection into a system with direct applications today.

Oh yeah, and we were just featured on CNBC, too! (<https://youtu.be/Boiai8tWnhM>)

Please visit <https://www.xyo.network> to learn more.

Are you passionate about blockchain technology and its implications for our future? Do you love sharing knowledge, growing your skills, and working with great people? The XYO Network team is growing, and we are looking for extraordinary talent who enjoys building as much as we do. So if you are self-directed, enjoy autonomy in your work, and you are an excellent participant in a team, come join XYO Network today!

Responsibilities:

- Through effective copy get XYO Network's message, mission and brand out into the world
- You will work with our marketing strategy and work towards defining in detail the message we want to share, and who we want to share it with

Qualifications:

- You are an awesome, positive, hard-working, professional looking to dive into the exciting world of blockchain technology
- You treat copywriting as a craft; you know what swipe files are, you study the greats (Gary Halbert, David Ogilvy, and many others)
- You are an expert with all things direct-response

- You're obsessed with the art of getting to know your audience and writing coherent, clear and compelling content that markets our product to the right people in the right tone.
- You are pumped up by that objective and will make it happen!
- You love the idea of constantly writing and sharing the XYO message
- Devise specific communication materials based on the specific message we want to share with varying audiences
- Can clearly convey complex ideas with both a technical and non-technical audience
- You are a self-starter who doesn't need much direction; prefers to figure things out as you go, take charge and love the freedom.
- You live in San Diego, CA and do not need to be convinced that working in a fast-paced blockchain company out of our Hacker HQ in downtown San Diego is a badass opportunity
- You have a great attitude, you're humble, you're hungry to improve and looking for a fun environment with positive, hard-working people who care about what they do.
- You are fine with fast-paced, startup environments (we are not necessarily a startup; we are a multimillion dollar blockchain and location technology company founded in 2012, but have the feel of a startup out of the show Silicon Valley)
- The idea of building the "Aviato" of the blockchain world excites you
- You actually get that reference
- You're able to work full-time and you are fine working in-person
- You are familiar with the world of cryptocurrency and/or are passionate about learning about it
- You will devise strategies for XYO breaking into Global markets

Extras

- Work with a ruggedly handsome group of blockchain nerds
- Plus, benefits and stuff
- Like, free Coke Zero

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

If the above looks good to you, please apply directly to careers@xyo.network.