

Tariq Ahmad

Senior Content Manager | Community Engagement | Content Strategy

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Professional Summary

Strategic content, community, and integrated marketing leader with a proven track record of building high-impact programs across global tech platforms, B2B ecosystems, and creator-driven communities. Founder of **Content Catalyst** (MIT-licensed, open source), building practical systems that turn insight → action across design thinking, narrative risk, and ESG/impact measurement.

Currently completing **graduate-level coursework at University College Dublin (UCD Dublin)** and near completion of a **Diploma in Foundations of Sustainable Development**, strengthening capabilities in analytics, systems thinking, and applied technology—with the intent to pursue an **MSc in Sustainable Development** upon completion.

- **Growth:** Launched and scaled *Project14*, a global design challenge series that generated **1.1M+ visits** and **1,300+ community builds**, driving a **25% YoY** lift in participation.
- **Engagement:** Produced and hosted **100+ technical webinars** with partners including **Arduino, AMD, and Nordic Semiconductor**, generating **3.5M+ total views** and a **57.8% YoY** increase in registrations.
- **Visibility:** Grew SEO traffic by **30%+** through long-tail keyword targeting, editorial strategy, and optimized cross-channel content.
- **Product/System Thinking:** Founded Content Catalyst (MIT-licensed, open source) to bridge design thinking, microeconomics, resilience, and ESG measurement through modular tools like **Catalyst Canvas, Grit, Finance, Narrative Risk**, and **Global Impact Catalyst**.

Certifications: Graduate-level sustainability coursework (UCD Dublin; Diploma in progress) and certifications in machine learning, deep learning, foundational math for AI, discrete mathematics, programming (CS50; C/Linux), design thinking, and sustainability/ESG—across Stanford, Harvard, DeepLearning.AI, Oxford, Johns Hopkins, UC San Diego, Dartmouth, and UVA Darden.

Core Competencies

Strategy, Positioning & IMC

Content Strategy · Integrated Marketing Communications (IMC) · Brand Positioning ·

Brand Voice & Messaging · Narrative Development · Customer-Centric Storytelling · Thought Leadership

Editorial, Content & Production

Editorial Strategy · Copywriting · Editing · Web Content · Email Marketing · Video & Script Writing · Long-Form & Short-Form Content · Creator/Community Content Programs

Growth, Campaigns & Optimization

Integrated Campaign Planning · Audience Segmentation · Content Distribution · SEO & Keyword Research · A/B Testing · Content Performance Optimization

Analytics, Insights & Reporting

Data Analysis · Performance Reporting · Google Analytics (GA4) · Adobe Analytics · YouTube Analytics · UX Optimization · Data-Informed Decision-Making

Content Systems & Operations

Editorial Operations · Content Calendars · CMS (WordPress, Verint, Jive) · Content Governance · Localization · Workflow & Project Management

Design Thinking, Systems & Platform Thinking

Design Thinking · Journey Mapping · Persona Development · Value Proposition Design · Systems Thinking · Platform Thinking · Experimentation

Tools & Platforms

Canva · Descript · HubSpot · ON24 · Workfront · SharePoint · Semrush · YouTube Studio

Leadership & Collaboration

Team Leadership · Cross-Functional Collaboration · Stakeholder Alignment · Community Engagement · Strategic Planning · Entrepreneurship

Experience-based Skill Application

Content Catalyst (2025–Present)

Founder building an MIT-licensed, open-source product suite and brand. Applying **content strategy, brand voice/messaging, narrative development, audience segmentation, SEO, analytics,** and **AI-assisted workflows** across newsletter/blog planning, production, and performance reporting—plus end-to-end content operations.

Avnet / element14 Community (2016–2024)

Owned **integrated content + community strategy** for a global ecosystem (700K+ members). Applied **IMC, campaign planning, content marketing, SEO, email marketing, analytics/reporting,** and **stakeholder alignment** across partner programs, webinars, and creator-led initiatives. Led **content operations** and major platform/CMS initiatives, improving discoverability and long-form technical content performance.

Farnell (2015–2016)

Executed **SEO strategy** and product/content copywriting. Applied **keyword research,**

on-page optimization, CMS publishing, and UX-informed updates to improve rankings, content clarity, and campaign outcomes.

Grainger (2013–2014)

Wrote and optimized e-commerce content at scale. Applied **SEO fundamentals, structured content development, CMS workflows**, and performance-informed iteration to improve findability and customer comprehension.

ActiveCampaign (2004–2011)

Early team member spanning Content Director and copywriting responsibilities. Led **brand storytelling**, built scalable **onboarding/knowledge base** content, and supported **email/lifecycle marketing**—applying **editorial management, content strategy, customer-centric messaging**, and cross-functional collaboration in a fast-growing startup environment.

Catalyst Chicago (2005)

Supported investigative journalism through **editing, fact-checking, and editorial content management**, strengthening precision, clarity, and AP-style discipline.

Certifications & Education (Skills Applied)

Applied training across **sustainability, leadership, analytics, digital/AI strategy, content marketing, and technical foundations** through programs including Oxford, Harvard, Yale, UCD, UCLouvain, Northwestern, Darden/IBM, Stanford, Johns Hopkins, UC San Diego, Google, HubSpot, Semrush, and others.

Experience

2025-Present / Chicago (remote) Self-employed

Content Catalyst — *Chief Architect & Founder*

Content Catalyst — Founder / Chief Architect (2025–Present)

Founded an MIT-licensed, open-source product suite focused on **ethical systems for sustainable development**, where **strategy, evidence, and narrative** are auditable under real-world scrutiny. Building tools that turn **insight** → **action** across **design thinking, resilience, applied microeconomics, narrative risk, and ESG/impact measurement**.

Focus areas include:

- **Design Thinking Systems** — POV/HMW, personas, journey mapping, and experiment design (Catalyst Canvas)
- **Explainable Narrative Risk** — themes, claims, evidence, and timelines for decision transparency
- **ESG/Impact Measurement** — structured indicators and reporting pipelines (Global Impact Catalyst)
- **Applied Analytics & Automation** — research workflows, planning, reporting, and AI-assisted synthesis (human-led)
- **Technical & Economic Foundations** — strengthening CS and finance fundamentals to inform product and strategy decisions

Applied Skills:

Content Strategy · Brand Voice & Messaging · Narrative Development · Customer-

Centric Storytelling · Content Marketing · SEO & Keyword Research · Email Marketing · Campaign Planning · Web Content · Copywriting · Editing · Video & Script Writing · YouTube Analytics · Content Performance Analysis · Audience Segmentation · Content Management Systems (CMS) · Editorial Content Management · Team Leadership & Mentorship · Branding · Substack

2016-2024 / Chicago (Hybrid) Full-time

Farnell Global (Avnet) · Community and Content Manager (element14 Community)

Led the design and execution of a real-world Social IMC (Social Integrated Marketing Communications) strategy that connected owned community infrastructure, earned user-generated content, and data-driven storytelling to drive long-term engagement, insight, and product sales.

Built and scaled Project14, a monthly design challenge series that turned passive members into active creators and customer advocates—resulting in thousands of UGC posts, videos, and community-led ideas

Produced and hosted 100+ technical webinars in partnership with top suppliers like Arduino, AMD, Xilinx, and Infineon, aligning content with both customer learning goals and supplier revenue objectives

Developed integrated campaigns across forums, blogs, product launches, and events, creating a content loop that connected awareness to purchase

Used community feedback loops and engagement data to inform product positioning, identify innovation trends, and grow brand loyalty

Turned the element14 Community into a brand-owned social asset—a rare example of owned, earned, and engagement-driven marketing done right

This role blended content strategy, community design, and digital transformation—positioning element14 as more than a forum: it became a revenue-generating, insight-rich ecosystem.

Skills: Content Strategy · Community Engagement · SEO · Webinar Production · CMS Governance · Brand Voice & Messaging · Email Marketing · Adobe Workfront · Analytics

Impact & Results:

- **Drove 3.5M+ content visits** through integrated campaign execution
- **Increased design challenge participation by 25% YoY**
- **Boosted SEO visibility by 30%+** through technical content and strategic optimization
- **Strengthened supplier partnerships** through high-performing webinar and campaign execution

Applied Skills:

Content Strategy · Brand Voice & Messaging Development · Narrative Development · Customer-Centric Storytelling · Content Marketing · SEO & Keyword Research · Email Marketing · Campaign Planning · Audience Segmentation · Content Performance Analysis · Copywriting · Editing · Web Content · Video & Script Writing · YouTube · YouTube Analytics · Editorial Content Management · Content Management Systems (CMS) · Team Leadership & Mentorship · Branding

2015-2016 / Chicago (On-site) / Full-time

Farnell Global – SEO Executive & Copywriter, Content Specialist

Contributed to **SEO strategy**, **product marketing**, and **campaign execution** across Farnell, Newark, and element14. Created optimized digital content to improve **search visibility**, support global launches, and enhance the user experience for technical buyers.

- Wrote and edited **SEO-optimized product copy** and landing pages using **keyword research**, **metadata enhancements**, and competitive analysis
- Partnered with **global marketing and product teams** to align **brand messaging** with customer needs and business objectives
- Applied **audience segmentation**, **UX best practices**, and **SEO tools** to ensure content quality and relevance across technical verticals
- Used **CMS platforms** to update listings, support localization efforts, and maintain editorial consistency
- Collaborated on **A/B testing** and applied content performance data to guide continuous improvements

Impact & Results:

- **Improved organic search rankings** for high-priority product categories across multiple geographies
- **Supported global product launches** with SEO-informed content and campaign alignment
- **Enhanced UX clarity and engagement** through structured, targeted messaging
- Reinforced **brand credibility** across Farnell's digital presence through optimized content

Applied Skills:

Content Strategy · Brand Voice & Messaging Development · Narrative Development · Customer-Centric Storytelling · Content Marketing · SEO & Keyword Research · Campaign Planning · Content Performance Analysis · Copywriting · Editing · Web Content · YouTube · Editorial Content Management · Content Management Systems (CMS)

2012-2016 / (remote) Self-employed

SatoruX — Founder & Copywriter

Launched a solo creative venture exploring the intersection of storytelling, brand identity, and digital media. Projects included web design, copywriting, and multimedia experimentation for small business and personal brand initiatives. SatoruX served as a creative sandbox between startup and corporate roles—refining the systems thinking and narrative skills that would shape my work at Grainger and Farnell.

2013-2014 / Lake Forest, IL (Hybrid) / Contract

Grainger – *SEO Copywriter*

Wrote and optimized **e-commerce product content** for a leading B2B supplier, focusing on **SEO strategy, keyword targeting,** and **content clarity** for technical buyers. Ensured content met both brand and user expectations across high-volume product categories.

- Created and edited **product marketing copy** with a focus on **SEO discoverability, audience intent,** and **metadata best practices**
- Partnered with **SEO and merchandising teams** to craft **content briefs** that supported **conversion optimization, product taxonomy,** and scalable content frameworks
- Used **CMS tools** to update product listings, apply bulk enhancements, and maintain alignment with category-level strategy
- Improved **technical descriptions,** headlines, and attributes through **SEO-informed editing** and content hierarchy
- Contributed to **A/B testing,** applied **performance data** to guide iteration, and refined **user flows** for search and navigation

Impact & Results:

- **Increased page rankings** for high-value product terms across key verticals
- **Improved conversion rates and UX clarity** through content-focused optimization
- **Supported scalable SEO improvements** across thousands of product listings
- Enhanced internal collaboration between SEO, content, and merchandising functions

Applied Skills:

Narrative Development · Customer-Centric Storytelling · SEO & Keyword Research · Copywriting · Editing · Web Content · Editorial Content Management · Content Management Systems (CMS)

2004-2011 / Chicago (On-site) Full-time

ActiveCampaign – *Copywriter, Email Specialist*

Created **B2B marketing** and **customer enablement content** for a fast-scaling **SaaS company** supporting over 40,000 clients. Developed assets across the full **content lifecycle**—from **brand messaging** and **acquisition** to **onboarding** and **retention**.

Key Responsibilities:

- Wrote **white papers**, **thought leadership articles**, **blog posts**, and **bylined content** aligned with **brand positioning** and **SEO best practices**
- Produced **lifecycle emails**, **product announcements**, **newsletters**, and **affiliate program content** to drive **engagement** and **conversions**
- Developed **onboarding resources** including **product tours**, **feature guides**, and **help center content**
- Maintained **internal and external content documentation** to ensure **accuracy**, **clarity**, and **consistent tone of voice**

Impact & Results:

- **Boosted email engagement** and **affiliate program adoption** through **targeted, actionable content**
- **Improved product retention** by strengthening **onboarding** and **customer education materials**
- **Supported early-stage growth** with **scalable marketing content** and **consistent brand storytelling**

Applied Skills:

Content Strategy · Brand Voice & Messaging Development · Narrative Development · Customer-Centric Storytelling · Content Marketing · SEO & Keyword Research · Email Marketing · Campaign Planning · Audience Segmentation · Copywriting · Editing · Web Content · Editorial Content Management · Content Management Systems (CMS) · Branding

2004-2011 / Chicago (On-site)

ActiveCampaign – *Content Director*

Joined during the company's founding year and took on multiple roles across **support**, **sales**, **marketing**, and **technical content development**. Created foundational materials that enabled **user onboarding**, **product education**, and early-stage **brand visibility**.

- Authored **quick start guides**, **user manuals**, and **technical documentation** to support implementation and reduce learning curves
- Wrote **customer case studies** highlighting product success and brand loyalty, based on interviews and targeted research
- Produced **marketing collateral** including **web content**, **sales letters**, **feature overviews**, and **internal bulletins**
- Maintained **tone and messaging consistency** across all internal and external communication channels

Impact & Results:

- **Reduced support requests** by creating intuitive documentation and self-service resources
- **Accelerated early-stage adoption** through clear, benefit-driven product content
- **Laid the groundwork for scalable onboarding** and customer education frameworks

Applied Skills:

Content Strategy · Brand Voice & Messaging Development · Narrative Development · Customer-Centric Storytelling · Content Marketing · SEO & Keyword Research · Email Marketing · Campaign Planning · Audience Segmentation · Copywriting · Editing · Web Content · Editorial Content Management · Content Management Systems (CMS) · Team Leadership & Mentorship · Branding

2005 / Chicago (On-site) Intern

Catalyst Chicago (Education Publication) – Copy Editor

Provided **editorial support** for a nonprofit newsroom focused on public education reform in Chicago. Worked on long-form features and policy coverage related to Chicago Public Schools (CPS) while maintaining high journalistic standards and voice consistency.

- Edited articles for **grammar, clarity**, and alignment with **AP Style** and internal editorial standards
- Conducted **fact-checking**, sourced citations, and verified data through **interviews, research**, and cross-referencing
- Collaborated with reporters and editors to ensure **accuracy, readability**, and timely publication across print and digital formats
- Maintained consistency in tone and structure across all content, supporting **investigative reporting** and feature storytelling

Impact & Results:

- **Contributed to high-quality editorial output** on a tight deadline in a mission-driven newsroom
- **Improved content clarity and accuracy** through rigorous editing and fact-checking
- **Supported education reporting** on policy, equity, and reform issues impacting Chicago communities

Applied Skills:

Editorial Content Management · Editing · Web Content

Education**University College Dublin (UCD)**

Professional Diploma (Master's Pathway), Sustainable Development | Sep 2025 – May 2026 (*in progress*)

Grade: 4.00/4.20 (First Class Honours Standing)

Graduate-level ProfDip (Master's Pathway) in Sustainable Development covering sustainability science, planetary boundaries, SDGs (policy + practice), measurement & indicators, and macroeconomics for a sustainable planet—emphasizing systems thinking and environmental governance across economic, social, environmental, and governance pillars.

University of Kansas

Bachelor of Arts (B.A.), English | 1998 – 2002

Completed a humanities-focused degree grounded in narrative theory, literature, and persuasive writing. Coursework covered myth, rhetoric, and cultural analysis—from Shakespeare to global folklore—alongside anthropology, social psychology, and foundational biology (cellular and molecular). This interdisciplinary training still shapes how I approach storytelling, ethics, and strategy.

Coursework included: Social Psychology (PSYC 360), Java (EECS 138), Calculus (MATH 115), French (FREN 240), Shakespeare (ENGL 332), Cellular and Molecular Biology (BIOL 150), Myth, Legend, & Folk Belief in East Asia (ANTH 293), and British Novel (ENG 648).

Licenses & Certifications

Computer Science, Software & Systems

- **CS50's Introduction to Artificial Intelligence with Python** — Harvard University — *Issued Jan 2026*
Credential ID: **fb7351ec-f300-46e0-bf48-7b324ed579e3**
- **Go and C++: Programming in Two Successor Languages of C (Specialization)** — University of California, Santa Cruz — *Issued Nov 2025*
Credential ID: **QWV1GC7HKZEM**
- **HTML, CSS, and Javascript for Web Developers** — The Johns Hopkins University — *Issued Nov 2025*
Credential ID: **LLJELIE3Z0D3**
- **CS50's Introduction to Programming with Python** — Harvard University — *Issued Oct 2025*
Credential ID: **32c9c939-b127-4de7-a136-30f28104355d**
- **Computer Architecture Essentials on Arm** — Arm — *Issued Oct 2025*
Credential ID: **EQCU048NX7US**
- **CS50's Introduction to Computer Science** — Harvard University — *Issued Sep 2025*
Credential ID: **bff0198a84714bf7b51b9e814ecc01a9**
- **C Programming with Linux (Specialization)** — Dartmouth College — *Issued Sep 2025*
Credential ID: **VM40ZS50471C**
- **Open Source Software Development Methods** — The Linux Foundation — *Issued Sep 2025*
Credential ID: **TAHV02STYLS2**
- **Introduction to Microprocessors** — Arm — *Issued Sep 2025*
Credential ID: **3EQGL0YL8520**

Mathematics, Statistics & Machine Learning

- **Discrete Mathematics for Computer Science (Specialization)** — UC San Diego — *Issued Jan 2026*
Credential ID: **CNIU0MRMT7DI**
- **Neural Networks and Deep Learning** — DeepLearning.AI — *Issued Jan 2026*
Credential ID: **9L7INHRDNLL0**
- **Machine Learning (Specialization)** — Stanford University — *Issued Dec 2025*
Credential ID: **JYP492KGRQNR**
- **Foundational Mathematics for AI** — The Johns Hopkins University — *Issued Dec 2025*
Credential ID: **4RLGMSRFB10T**
- **Introduction to Mathematical Thinking** — Stanford University — *Issued Oct 2025*
Credential ID: **AP3VN2NB9FOL**

Sustainability, ESG & Global Development

- **Foundations of Sustainability and ESG** — Saïd Business School, University of Oxford — *Issued Aug 2025*
Credential ID: **0HJ8OG8F85KG**
- **International Organizations Management** — University of Geneva — *Issued Aug 2025*
Credential ID: **YEYMCQ6KILJI**
- **The Sustainable Development Goals – A Global, Transdisciplinary Vision for the Future** — University of Copenhagen — *Issued Jun 2025*
Credential ID: **WXOWRYH7M6Z**
- **International Humanitarian Law in Theory and Practice** — Universiteit Leiden (Leiden University) — *Issued Jun 2025*
Credential ID: **WNYOJFLVB6QT**

Business, Digital, AI & Strategy

- **IBM & Darden Digital Strategy (Specialization)** — University of Virginia Darden School of Business — *Issued Jun 2025*
Credential ID: **75FOP4DR7A0C**
- **Business Strategy (Specialization)** — University of Virginia Darden School of Business — *Issued Jun 2025*
Credential ID: **YDE272XQFA4Q**
- **Entrepreneurship: Growing Your Business (Specialization)** — University of Virginia Darden School of Business — *Issued Jun 2025*
Credential ID: **DIYUN1IVAVFM**
- **Design Thinking** — University of Virginia Darden School of Business — *Issued Jul 2025*
Credential ID: **H7VJ9Z6JJ1B3**
- **Brand Management: Aligning Business, Brand and Behaviour** — London Business School — *Issued Jun 2025*
Credential ID: **X8PYNMIE8NG9**
- **Generative AI in Marketing (Specialization)** — University of Virginia Darden School of Business — *Issued May 2025*
Credential ID: **WTGP9R0VKX8O**

- **Marketing Analytics** — University of Virginia Darden School of Business — *Issued Jun 2025*
Credential ID: **158JRHUJUJUUQ**
- **Connected Leadership** — Yale University — *Issued Jun 2025*
Credential ID: **7FZEC7X3B1VN**
- **Leadership and Communication** — Harvard University — *Issued Jul 2025*
Credential ID: **3fa3ec3cdf4f4a88a705b753ac121584**

Marketing, Content, SEO & Analytics

- **Google Analytics Certification** — Google Digital Academy (Skillshop) — *Issued May 2025 · Expires May 2026*
Credential ID: **143221935**
- **Inbound Marketing** — HubSpot Academy — *Issued May 2025 · Expires Jun 2027*
Credential ID: **51d42045d7d54e699593688062be99b7**
- **Content Marketing** — HubSpot Academy — *Issued Apr 2025 · Expires May 2027*
Credential ID: **fb43ff8945a74fdfa69140f05d5152cb**
- **Email Marketing** — HubSpot Academy — *Issued Apr 2025 · Expires May 2027*
Credential ID: **76042bbc33c9442585edb11ebedbab72**
- **SEO Fundamentals Course with Greg Gifford** — Semrush — *Issued May 2025 · Expires May 2026*
- **Introduction to Google SEO** — University of California, Davis — *Issued Jun 2025*
Credential ID: **QG3GL7KJ788X**
- **Google SEO Fundamentals** — University of California, Davis — *Issued Jun 2025*
Credential ID: **9YPGII3MYFVN**
- **Social Media Marketing** — Northwestern University — *Issued Jun 2025*
Credential ID: **4WDUKEXY5W5M**

Humanities, Arts & Culture

- **New Horizons in Chinese Philosophy (中国哲学新视野)** — Tsinghua University — *Issued Aug 2025*
Credential ID: **1b16342afbd9485481c0ff20dbc7b6a3**
- **Know Thyself – The Examined Life** — The University of Edinburgh — *Issued Jul 2025*
Credential ID: **TLWGYB9FOM84**
- **Introduction to Classical Music** — Yale University — *Issued Jul 2025*
Credential ID: **5O4CL9Q5Y65G**
- **Roman Architecture** — Yale University — *Issued Jul 2025*
Credential ID: **ZHHLO3ZMI341**
- **Greek and Roman Mythology** — University of Pennsylvania — *Issued Jun 2025*
Credential ID: **VI6S4BTNN4AX**
- **Søren Kierkegaard – Subjectivity, Irony and the Crisis of Modernity** — University of Copenhagen — *Issued Jul 2025*
Credential ID: **EMFTRTHZ6VSQ**

- **The Ancient Greeks** — Wesleyan University — *Issued Jul 2025*
Credential ID: **IT2GJ19ID713**
- **Uncovering the Voices of Japanese Literature** — Waseda University —
Issued Jul 2025
Credential ID: **53e41ece6be34d8f85cc899550d2ac2c**
- **Russian Literature: Learn from Masters** — Udemy — *Issued Jul 2025*
Credential ID: **UC-852636c1-545f-48d6-8dac-f7fe0d781209**
- **Arab-Islamic History: From Tribes to Empires** — edX — *Issued Jun 2025*
Credential ID: **9e7278c5a92e4d87ac086806a08be248**
- **Shakespeare's Hamlet: The Ghost** — Harvard University — *Issued Jul 2025*
Credential ID: **48f8a351fc2d45b1b7bc17e44e64a588**

Law, Policy & Society

- **Indigenous Peoples' Rights** — Columbia University — *Issued Jul 2025*
Credential ID: **be1f565e7b924721b0135b704bd43f0b**
- **Introduction to English Common Law** — University of London — *Issued Jul 2025*
Credential ID: **CDKCAAKNX4B7**
- **Justice** — Harvard University — *Issued Jul 2025*
Credential ID: **d424981c0a364ff6bfca47dc24a5ff95**
- **Narrative Economics** — Yale University — *Issued Jun 2025*
Credential ID: **UC96MA863KHS**

Psychology, Learning & Linguistics

- **Learning How to Learn: Powerful mental tools to help you master tough subjects** — Coursera — *Issued Jul 2025*
Credential ID: **NUIJWSF9Y1Q4**
- **Miracles of Human Language: An Introduction to Linguistics** — Universiteit Leiden (Leiden University) — *Issued Jul 2025*
Credential ID: **F87ULP2FZBKR**
- **Positive Psychology: Martin E. P. Seligman's Visionary Science** — University of Pennsylvania — *Issued Jul 2025*
Credential ID: **C7FQFO0B8FKT**
- **Creativity and Entrepreneurship** — Berklee College of Music — *Issued May 2025*
Credential ID: **DST548Y95W8K**

Publications

Sanctions, Oil, and Justice Under Siege: Manufactured Dependence, Ecosocialism, and Venezuela's Struggle for Sustainability

Global Classroom — University College Dublin · Dec 2025

Policy brief examining how sanctions-driven financial isolation and oil-rent dependence constrain Venezuela's ability to implement SDG-aligned policy. Focuses on food security (CLAP), environmental governance, and climate transition capacity—arguing for

governance mechanisms prioritizing transparency, humanitarian safeguards, and sustainability outcomes.

Peace Through Platform Governance: Arms-Like Rules and Audit Trails for AI, Cloud, and ISR

Global Classroom — University College Dublin · Oct 2025

Policy brief proposing arms-like end-use controls and tamper-evident audit trails for AI, cloud, and ISR platforms. Frames platform governance as a peace-and-accountability mechanism—linking transparency, oversight, and SDG-aligned harm reduction across civilian and environmental domains.

Machine Vision with the Kria KR260 Robotics Starter Kit — *element14 Community (An Avnet Company) · May 18, 2023*

Owned the webinar end-to-end with AMD—partner alignment, agenda design, speaker coordination, run-of-show, live moderation, audience Q&A, and post-event reporting. Presented how the Kria KR260 accelerates ROS 2 + machine vision using the Kria Robotics Stack (KRS), including hardware overview, out-of-the-box apps, and platform benchmarking. Managed giveaway execution (three KR260 kits + Sony IMX547 camera kits). (369 confirmed attendees; 15.7k+ views.)

Smart Agriculture: Pest Monitoring with AI and Arduino — *element14 Community (An Avnet Company) · Apr 27, 2023*

Program-managed and produced this webinar featuring Arduino—topic framing, speaker coordination, run-of-show, live hosting, audience Q&A, and post-event performance reporting. Showcased a machine vision + ML approach to vineyard pest monitoring with a live demo using Arduino Nicla Vision + MKR 1310 (LoRa) to classify insects in traps and send counts to Arduino IoT Cloud. (440 confirmed attendees; 36k+ views.)

Constrained Object Detection with Edge Impulse — *element14 Community (An Avnet Company) · Sep 6, 2022*

Led this webinar end-to-end with Edge Impulse—session planning, speaker alignment, run-of-show, live hosting, Q&A moderation, and post-event tracking. Delivered a practical breakdown of object detection vs. classification/segmentation and introduced Edge Impulse’s FOMO (“Faster Objects, More Objects”) approach for low-power microcontrollers, including a live demo (FOMO with OpenMV). (262 confirmed attendees; 87k+ views.)

Machine Learning & Sensor Fusion Make Smart Cities, Smarter! — *element14 Community (An Avnet Company) · Feb 9, 2022*

Owned the full webinar lifecycle with Edge Impulse + Nordic Semiconductor—partner coordination, content framing, speaker logistics, live production, moderation, and performance reporting. Highlighted embedded ML + sensor-fusion use cases for smart-city applications, featuring the Nordic Thingy:91 (multi-sensor + LTE + GPS), live demos, and audience Q&A. (486 confirmed attendees; ~25.9k views.)

Getting Started with FPGAs: an Expert Panel Discussion — *element14 Community (An Avnet Company) · Jul 22, 2021*

Program-managed and produced this expert panel from concept to post-event closeout—panelist recruitment and alignment, agenda structure, prep materials, live moderation, audience Q&A, and performance reporting. Hosted industry leaders from Xilinx and Microchip with moderation from Lattice Semiconductor, covering FPGA value,

learning paths, FPGA vs. ASIC/MPU/GPU decisions, and programming/tool workflows (HDL and beyond). *(511 confirmed attendees; 13k+ views.)*

Build Powerful Wildlife & Livestock Trackers with OpenMV and Edge Impulse —
element14 Community (An Avnet Company) · May 12, 2021

Owned this on-demand workshop end-to-end with OpenMV and Edge Impulse—partner alignment, agenda design, speaker coordination, run-of-show, live moderation/Q&A, and post-event wrap-up. Walked engineers through dataset import, training a TensorFlow Lite CNN for image classification (thermal imaging), and deployment to an OpenMV Cam via OpenMV IDE; closed with a live demo in real-world conditions.

Introduction to LPDDR4 and LPDDR5: Tech and Trends —
element14 Community (An Avnet Company) · Feb 24, 2021

Owned and published Micron's webinar event—partner coordination, agenda structure, on-demand publishing via ON24, attendee Q&A, and giveaway execution (Raspberry Pi 4). Covered LPDDR4 fundamentals and LPDDR5 trends plus selection considerations and embedded/automotive/industrial adoption examples. *(154 confirmed attendees; 5.4k+ views at time of capture.)*

Vintage Upcycling With Raspberry Pi and Arduino —
Ediciones Baleares · Dec 28, 2020

Contributed the book's introduction for Enrico Miglino's maker guide on upcycling vintage electronics using platforms like Raspberry Pi and Arduino. The book draws on community projects (including work connected to Project14 challenges), highlighting practical builds that extend the life of older tech and reduce waste.

Introduction to TinyML by Edge Impulse (Featuring Arduino Nano 33 BLE Sense)
— element14 Community (An Avnet Company) · Dec 16, 2020

Owned this TinyML webinar end-to-end—topic framing, partner coordination, run-of-show, live hosting, Q&A moderation, and post-event analysis. Introduced embedded ML on low-power MCUs and delivered a hands-on demo using Arduino Nano 33 BLE / BLE Sense with Edge Impulse. *(594 confirmed attendees; 12.8k+ views.)*

Recycle & Retrofit: Reduce Waste in Style By Upcycling Vintage Electronics! —
element14 Community — Project14 · Oct 14, 2020

Owned this Project14 challenge end-to-end—theme development, launch content, rules/submission structure, community engagement, participant support, timeline management, peer judging workflow, and prize administration. Invited members to reduce e-waste by retrofitting/upcycling vintage electronics with modern platforms. *(Prizes: \$200 grand prize; three \$100 first-place awards.)*

Xilinx Workshop: Getting to Know Vivado —
element14 Community (An Avnet Company) · Aug 26, 2020

Led the workshop program end-to-end—content planning, lab flow design, speaker coordination, live delivery, Q&A facilitation, and post-event reporting. Introduced the FPGA workflow from RTL through synthesis, implementation (place & route), bitstream generation, simulation with XSIM, and guided hands-on lab steps. *(313 confirmed attendees; 5.3k+ views.)*

In the Driver's Seat: A Deep Dive into ADAS and Driver Monitor Systems —
element14 Community (An Avnet Company) · Jun 24, 2020

Owned this webinar end-to-end with Xilinx Automotive and Avnet—partner alignment, agenda design, speaker coordination, run-of-show, live moderation, audience Q&A, and on-demand publishing via ON24. Explored in-cabin innovation and ADAS/autonomy enablement, including the shift from traditional computer vision to AI-based forward-camera perception, radar, LiDAR, and multi-sensor architectures. *(156 confirmed attendees; 2,498 views at time of capture.)*

LoRa Meets Arduino, a Journey in the LPWAN World — *element14 Community (An Avnet Company) · Jun 10, 2020*

Owned the full webinar lifecycle featuring Arduino—topic selection, agenda structure, stakeholder coordination, live hosting, audience Q&A, and post-event reporting. Covered LPWAN fundamentals with emphasis on LoRa/LoRaWAN and Arduino’s ecosystem (MKR WAN 1310, Arduino Pro Gateway), including dashboard builds in Arduino IoT Cloud. *(377 confirmed attendees; 8.4k+ views.)*

Using Python Overlays to Experiment with Neural Networks — *element14 Community (An Avnet Company) · Apr 8, 2020*

Owned this webinar end-to-end—topic framing, speaker coordination, run-of-show, live hosting/moderation, audience Q&A, and post-event tracking. Presented how Xilinx PYNQ exposes programmable logic as Python-accessible “overlays,” with demos of binary and quantized neural-network examples on the Avnet Ultra96-V2. *(134 confirmed attendees; 6.6k+ views.)*

Photonics: Build Projects that Involve Lasers, LEDs, Phototransistors, LiDAR, ToF Cameras, and More! — *element14 Community — Project14 · Feb 6, 2020*

Led this Project14 design challenge end-to-end—from concept and launch through community activation, submission management, judging coordination, and prize delivery—centered on hands-on optoelectronics builds (lasers, LEDs, phototransistors, LiDAR, ToF). *(Prizes: \$200 grand prize; three \$100 first-place awards.)*

Vision Thing: Build Things Using Graphics, AI, Computer Vision, & Beyond! — *element14 Community — Project14 · Sep 9, 2019*

Owned this Project14 challenge from idea to closeout—theme framing, launch execution, engagement strategy, participant support, submission operations, judging coordination, and prizes/recognition—driving community exploration of AI and computer vision through practical builds.

Live Stream: Help Ben Heck Fix a Rare Nintendo PlayStation Prototype! — *element14 Community / element14 presents (The Ben Heck Show) · Mar 2, 2017*

Helped facilitate and promote a YouTube live stream featuring a teardown/repair attempt of the rare Nintendo PlayStation prototype (SFX-100). Coordinated teams across US/UK, wrote and published the event page, ensured graphics/UX quality, and tracked performance across web and video analytics. *(11k+ views; 300+ comments; contributed to broader coverage including Engadget.)*

Projects (Open Source) – Content Catalyst (MIT-Licensed)

Catalyst Canvas — Content & Design Frameworks → Integrated Experiments *(Aug 2025–Present)*

Design-thinking + content strategy workspace that turns discovery into testable experiments across the Catalyst suite. Guides POV/HMW creation, JTBD, message maps, persona & journey mapping, ICE/RICE prioritization, and experiment tracking with measurable success criteria. Exports clean artifacts to Catalyst Finance and Narrative Risk to connect story → signal → economics.

GitHub: github.com/Content-Catalyst-LLC/catalyst-canvas · License: MIT

Catalyst Finance — Quant Signals for Pricing & Portfolio Decisions *(Aug 2025–Present)*

API-first microeconomics engine that converts observed data into actionable elasticity, total revenue (TR), and marginal revenue (MR) outputs with explainable calculations, CSV exports, and charts. Runs standalone via CLI or integrates with Canvas (experiments/opportunities) and Narrative Risk (tags/flags) for combined quant + qual decision support.

GitHub: github.com/Content-Catalyst-LLC/catalyst-finance · License: MIT

Global Impact Catalyst — Transparent ESG/Impact Pipelines & Indicators *(Aug 2025–Present)*

Toolkit for building transparent ESG/impact data pipelines: ingests datasets, normalizes to a clear schema, and produces decision-ready indicators with provenance (source, method, timestamp). Pairs with Catalyst Finance and Narrative Risk for integrated reporting and strategy—so impact claims can be traced to evidence.

GitHub: github.com/Content-Catalyst-LLC/global-impact-catalyst · License: MIT

Catalyst Narrative Risk — Explainable Narrative Signals for Portfolios & Products *(Aug 2025–Present)*

Framework that turns qualitative themes and claims into comparable risk signals. Tracks narratives (regulation, safety, leadership changes, etc.), links evidence to entities, and scores confidence/severity/recency with human-readable rationale and timelines. Integrates with Canvas and Finance so narrative pressure can be evaluated alongside experiments and economic outcomes.

GitHub: github.com/Content-Catalyst-LLC/catalyst-narrative-risk · License: MIT

Catalyst Grit — Perseverance & Resilience Signals *(Aug 2025–Present)*

Daily-practice tracking toolkit that logs setbacks/recoveries and computes grit-style metrics (e.g., Deliberate Practice Ratio, Consistency of Interests). Exposes everything via CLI, web UI, and API to connect habits, experiments, and results across the Catalyst suite; designed to plug into Catalyst Canvas.

GitHub: github.com/Content-Catalyst-LLC/catalyst-grit · License: MIT