

TERMINAL RESUME
CODEX

01

JOHN /
RUBISOFF

LVL 12 / YEARS OF EXPERIENCE

AUSTIN, TX

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JOHNRUBISOFF.COM

01 CLASS // MARKETING LEADER →

SCENE-AWARE STRATEGY

02 SPEC // TECHNICAL STORYTELLING ←

PLAIN-ENGLISH RENDER PIPELINE

A1 EXPERIENCE INPUT

PORT: // CAREER_LOG_2014-2026



LOG_07 SENIOR CREATIVE DIRECTOR // MOM 2025 - 2026

Communications and narrative strategy for technical clients across fintech, web3, and AI infrastructure—positioning, launch narratives, and executive-facing content that has pulled in millions of organic views.

LOG_06 CHIEF MARKETING OFFICER // SCRYING STONE 2022 - 2025

Founder-facing messaging, content, launches, and announcements for early-stage web3 and fintech startups, translating complex products into clear market narratives and sales-ready materials.

LOG_05 HEAD OF COMMUNICATIONS // FLARE NETWORK 2024 - 2025

Editorial strategy and plain-English technical storytelling tied to product milestones, ecosystem launches, media moments, and executive communications.

LOG_04 COMMUNITY LEAD // TOPOSWARE 2023 - 2024

Communications, ecosystem strategy, activations, events, and grants for a cryptography research company, building accessible narratives for developers, partners, and community audiences.

LOG_03 COMMUNITY LEAD // STELLAR DEVELOPMENT FOUNDATION 2021 - 2023

Global ecosystem communications, events, and product-release narratives—advising the CEO through high-stakes moments including prep for live televised testimony before Congress.

LOG_02 CYBER SECURITY ANALYST // STATE OF TEXAS 2020 - 2021

Security analysis translated into accessible reporting for non-technical leadership, with concise risk summaries, incident context, and actionable recommendations.

LOG_01 COMMUNICATIONS & MARKETING SPECIALIST // STATE OF TEXAS 2014 - 2020

Public-facing messaging, educational content, stakeholder outreach, and community engagement across state programs, campaigns, and partner communications.

A2 STAT READOUT

CMD: // ATTRIBUTE_SCAN



VAR / ATTRIBUTES	RANKED	S-B
STRATEGY		S
CREATIVE		S
WRITING		S
LEADERSHIP		A
TECHNICAL		A
COMMUNITY		B

CODEX ENTRY / PORTFOLIO READY

PRESS
START

Explore the full portfolio—campaigns, content, launches, and creative work across 12 years of deployments.

JOHNRUBISOFF.COM ↗

4 SYS:// 12 YEARS LOGGED. 7
DEPLOYMENTS. ZERO JARGON SHIPPED.

A3 SKILLS.INI

VAR: // LOADOUT_EQUIPPED



STRATEGY // Messaging & positioning · Marketing strategy · Brand strategy · Ecosystem growth · Leadership

CRAFT // Technical writing · Content & editorial strategy · Content creation · Storytelling · Creative

CHANNELS // Public relations · Media & social · Community building

TECHNICAL // Web design · App development · AI-assisted writing & research · Gaming