JESSE EADS

Crypto Marketing, Live Production and Short-Form Video | Builds with Claude Code

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Summary

Marketer, producer and builder in crypto. For two years I've produced Bren's live trading streams on X, and since August 2026 I've clipped more than 70 shows, Spaces and streams. I explained a Robinhood Chain project's features as they shipped, built a daily crypto show's website and reorganized its YouTube channel, and build my own tools with Claude Code. Former CMO who brought a product to the US market.

Experience

Founder, CSMN (Can't Stop Me Now) Current
Video and marketing business

- **Producer for Bren** (@brentradess), a crypto trader who streams his charts live on X twice a week, for two years. I clip nearly every stream, 8 to 10 clips each, and we run the StonkBroker Clips page together.
- **Clipped 70+ shows, X Spaces and streams** from August to November 2026, most of them crypto. By October 1, StonkBroker Clips had 234 finished clips; the 65 posted from September 8 to October 1 earned 50.7K impressions, 1,038 likes and 247 reposts.
- StonkBrokers (Robinhood Chain): explainer videos, how-tos and launch-day posts as features shipped, including Pair Tokens, SOLO Vaults, Smart LP and the token's Moonshot listing. **The top explainer reached 10.4K views.** How-to videos went out in Spanish, German and Russian. Ran the StonkBrokers Halloween Drive In, a fan movie event live on X over Halloween week.
- **Coffee with Captain** (daily crypto show): built its website on Cloudflare with episode pages, live alerts, a calendar invite, partner links with UTM tags and a stats page; reorganized its YouTube channel around a 411-episode podcast playlist; cut 16 clips from three shows in two days.
- **Carrot Lane** (Jayden Levitt's crypto and NFT show): clips and a countdown intro.
- Divine Landscape and Design: built the website, Google Ads and call tracking, introduced the Jobber CRM, and built the connector that puts its Facebook leads into Jobber. **150 tracked calls from ads** at about $91 each (April to July 2026), a weekly scorecard and a published case study. As of October 2026, the Jobber system I introduced tracked more than $600,000 in recorded job value.

Founder 2026
Lucky Strike Paydirt (my own product)

- Turned dirt into a product: bags of North Carolina gold-belt paydirt, each with a guaranteed amount of gold. Ran the brand, website, product videos and live sales on Whatnot.
- Made Miller Prospecting's **Top 10 Paydirt Sellers list within two months**. Stopped selling when the margins didn't hold up.

Live Seller 2025
TikTok Shop and Whatnot

- Sold **$20,000 of projectors in two weeks** on TikTok Shop (November 2025). Ran my own show on Whatnot. Short product videos on TikTok, including one with 176.5K views and 6,795 shares.

Chief Marketing Officer 2023 - March 2025
Rim Magic USA

- Branded and productized a rim protector and brought it to the US market: online, on TikTok Shop and at SEMA shows. Made the product videos; a curb test on a Mercedes wheel reached **530K views** on TikTok.

Founder and Operator 2021 -
Oversight UAV

- Commercial drone inspection reports, aerial media and 3D reconstructions. Drone scanning for Rock Garden's 3D climbing maps.

Founder and Operator 2016 - 2020

Impact Details

- Ran an automotive detailing company: employees, service delivery, customers and marketing.

Apps and Tools I've Built

Built with Claude Code and Codex, without writing code by hand. I write the spec, direct the build, test it and ship it.

- **Facebook-to-Jobber connector**: no working connector existed, so I built one. A client's Facebook lead-ad leads land in its Jobber CRM with property data and an email brief to the owner (Meta and Jobber developer apps, OAuth, GraphQL, Cloudflare Worker).
- **Clip pipeline**: watches for finished X Spaces from the hosts I follow, transcribes them, renders captioned clips in branded looks and queues them for posting.
- **Ask the Desk** (live): a StonkBrokers help desk inside an X post that answers questions out loud. ask-the-desk.pages.dev
- **Anvil Terminal** (live): a read-only terminal for Robinhood Chain NFT holders comparing Anvil AMM and OpenSea values, with an arbitrage radar. anvil-terminal.pages.dev
- **Ownership Market** (live): a community front end for buying and selling ownership of smart contracts on Robinhood Chain. ownership-market.pages.dev
- **Two AI agents** written in Python with Google's ADK and deployed to Vertex AI Agent Engine.
- **Dealership software** for Stuttgart Motors Eastland: booking, a shared calendar and vehicle intake with photos, signatures and condition reports, piloted on the shop's PC.
- Directed the build of a **business management platform** through to private beta.
- A **searchable knowledge base** of 249 course transcripts (2.34 million words) with SQLite full-text search.
- **15+ custom Claude Code skills** and 8 specialist agents for my own production work.

Skills

Social and content: X, YouTube, TikTok, Whatnot, TikTok Shop, short-form video, posting queues, social copy, recaps, blog and Google Business posts.

Live production: X Spaces and live streams, OBS, EVMux.

Video and design: DaVinci Resolve, Final Cut, Photoshop.

Data and reporting: Google Ads, Meta ads, analytics, CRM reporting and APIs, UTM tagging, SQL (SQLite, Cloudflare D1).

Build: Claude Code, Cloudflare Pages and Workers, Google Cloud, Python, OAuth, GraphQL.

Web3: Robinhood Chain, NFTs, and DeFi products such as liquidity pools, options vaults and token launchpads.

Training and Certifications

Google Cloud Associate Cloud Engineer track, Google's Get Certified program (training, 2026)

FAA Remote Pilot Certificate (Part 107) | Skydio 3D Scan Operator | Skydio Professional Operator | EagleView Assess Pilot | Certified Paintless Dent Removal Technician, Dent Wizard

Earlier Experience

Paintless Dent Repair Technician, Dent Wizard (2020 - 2023): top three of a three-month training class; statewide customer route.

Manager, Dings Dents N Details: day-to-day operations and client work for an automotive service business.

Karate Instructor, America's Best Karate (2008 - 2016): lesson plans, mentoring, marketing and community relations.

Education

Lafayette High School, Lexington, KY: High School Diploma | Sullivan University, Lexington, KY: one year of travel, tourism and hospitality management