

GUY LIECHTY

CONTENT SPECIALIST, LINGUIST AND WASTE SOLUTIONS IDEATOR

CONTACT

+1 720.312.6802

guy.liechty@gmail.com

guyliechty.me

SKILLS

- Business development and strategy
 - Brand positioning and messaging
 - Grant writing and white paper drafting
 - Content writing and SEO
 - Project management/Scrum
 - Sales and marketing
 - Strategic planning
 - Lesson planning and teaching
 - Public speaking
 - Web development and digital design
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EDUCATION

Northwestern University

Bachelors of Arts, South Asian Studies

Evanston, IL USA - 2008-2012 (3.72 GPA)

General Assembly

Full-Stack Web Development Immersive

Denver, CO USA - 2016-2017

International Language Centre Kyiv

Cambridge CELTA

Kyiv, Ukraine - July-Aug 2019

LANGUAGES

English ██
Hindi ██████████████████████████████████████
Spanish ██████████████████████████████████
Thai ██████████████████████████████
Russian ██████████████████████████
French ██████████████████████

NETWORKS



VOLUNTEERING

- Father Ray Foundation** (Thailand) - 2019-2020
- Lets Do It World** (Estonia) - 2015-2016
- Plastics For Change** (India) - 2014-2015
- HOPE FC** (Benin) - 2014

SUMMARY

I am a content specialist, social enterprise convert, polyglot, educator, and brand strategist fired up about reimagining waste as an untapped asset using sticky messaging to reframe the narrative around doing good. I am looking for partnerships and opportunities to apply my analytical skills, strategic acumen, and creative capacity to ventures that support the transition to a closed loop economy.

WORK EXPERIENCE

PopUp Housing (Bangalore, India)

Fellow Feb 2023 - current

- PopUp Housing provides housing for the next billion by providing bottom-up housing infrastructure solutions from modular slotted frames that don't require special knowledge or tools for assembly.
- I brought them online by deploying their website (www.popuphousing.org) as well as developing evergreen content for reuse through periodic donor-facing communications or external applications
- I provide ongoing support in the form of partnership outreach, volunteer coordination, scaling strategies, and multimedia curation (photos, videos, and animations).
- I write thought leadership articles around slum housing, urbanization, and sustainable development

SGA Marketing | Crowdcontent | Codeless.io (Remote Freelance)

Content Writer and Copy Editor Aug 2022 - current

- Writing, copyediting, and proofreading government contract applications for ecologically and socially sustainable public sector initiatives. **57.2% win rate for contracts worth \$1.5M** since Oct '22 (SGA).
- Short- and long-form copy within the health/wellness, HR/management, finance, lifestyle, and professional services verticals. **90K+ words accepted with 4/4 quality rating** (Crowdcontent)
- SEO-optimized long-form articles and blog posts for SaaS clients within the management and entrepreneurship niche areas. Content-based **SEO ranking 10%+ higher than avg. SERP** (Codeless.io)

APEX Education | Astound Commerce (Kyiv, Ukraine) Shane English | MagicEars (Bang Lamung, Thailand)

Jul 2021 - Mar 2022
Sep 2019 - Jun 2021

English Teacher

- Activity-based spoken English lessons for A2-C1 level students (APEX, Shane English)
- Online Business English speaking club for IT employees in Ukraine, Colombia, and Turkey (intermediate, advanced, and teacher training) (Astound)
- Transitioned to online teaching during Pandemic (MagicEars)
- Left due to Russia's invasion of Ukraine

EcoBlocks (Jaipur/Bangalore, India)

Founder Jun 2014 - Dec 2015

- Researched and developed a community-centric model to recycle waste plastic into pro-poor housing systems (<https://guyliechty.wixsite.com/ecoblocks>).
- Built a brand **partnership network (World Vision, UNDP, UNICEF)**, using language skills to bridge barriers
- Managed a crowdfunding campaign from end to end, raising **\$10K in 3 months**

Frontier Innovations Foundation (Jaipur, India)

Program Officer Jun 2012 - Jun 2014

- Crowdfunding, grant writing (50+ applications), project management
- Raised **\$30K from a 3-month crowdfunding campaign** to deliver solar lights to students in rural India
- Managed the creation of digital and print-based marketing collateral

OTHER WORK

Bright Bean Labs | Freelance (Denver, CO)

Front-end Web Developer Mar 2017 - Aug 2017

- I joined Bright Bean after completing a coding Bootcamp (General Assembly) from Oct '16 - Feb '17
- Front-end development (HTML / CSS / Wordpress / Shopify / C# MVC) and regular scrum meetings
- Used Google Adwords and Analytics to achieve a **250% CTR from landing pages in 5 weeks**

National Corporate Housing (Denver, CO)

Marketing Coordinator Mar 2016 - Sept 2016

- Wrote several thought leadership articles to promote National to a nationwide subscriber network
- Functioned as primary liaison to customize **20+ intern housing portals (\$5M+ revenue)** for several Fortune 500 companies including Google, Apple, and Tesla
- Maintained the company's housing database and facilitated the transition to Drupal CRM