



To whom it may concern,

Andrew Cummins is an exceptional Marketing and Analytics Manager with a wealth of skills and expertise. He successfully managed large-scale digital marketing campaigns for Bitcoin Magazine and the Bitcoin Conference, playing a pivotal role in driving ticket sales and ensuring the success of the highly anticipated Bitcoin Conference.

Leveraging analytical tools, Andrew implemented seamless data flow automation between platforms, a critical factor in the successful migration of the Bitcoin Conference to Shopify. His Python expertise streamlined data merging, cleaning, and automated reporting, further enhancing operational efficiency. In addition to his technical prowess, Andrew excels in crafting impactful business dashboards within Tableau. These dashboards not only track essential key performance indicators (KPIs) but also provide invaluable insights for informed decision-making.

Beyond his professional achievements, Andrew's genuine passion and knowledge about Bitcoin make him a standout enthusiast in the field. I firmly believe that Andrew would be an excellent fit for any software or media company, especially within the Bitcoin space.

Christian Keroles
General Manager
BTC Inc