

# BTC Inc.

---

Lana Miles

Head of Marketing

1448 N Niagara Street

Burbank CA, 91505

267.798.9911

[lane.miles@btcmedia.org](mailto:lane.miles@btcmedia.org)

---

JULY 2023

To Whom it May Concern,,

I am writing on behalf of Andrew Cummins as a former co-worker at BTC Inc. (The Bitcoin Conference / Bitcoin Magazine).

Andrew is easily one of the most knowledgeable people I was fortunate enough to have on the marketing team. His deep technical understanding coupled with his ability to apply critical thinking and strategy to every problem served our team immensely across countless occasions. Andrew would always be the first to chime in with proposed solutions as challenges would arise, and he would do so with a smile on his face.

The job description Andrew was hired against barely scratched the surface of what he ultimately went on to drive for this organization. Not only did he single-handedly build out our entire data and reporting infrastructure, but he also optimized our ecommerce flow, implemented zapier company-wide across multiple initiatives, established our entire paid marketing pipeline, and was at the forefront of leveraging AI to inform smarter and more streamlined processes.

Andrew wore multiple hats and would dive into any project he felt could benefit from additional support. It was never in his nature to say no to any challenge even if, again, they did not technically fall within his hired scope. From dabbling in canva when he noticed the design team was swamped to writing copy for targeted ad campaigns, Andrew was never one to shy away from a challenge.

To be frank, Andrew would be an incredible asset to any company. He is a motivated and supportive team player who will be the first to lend a hand without needing to be asked. Couple that with his technical skill set and his self-starting nature, and hiring Andrew is a no-brainer. If you have any questions, please feel free to contact me at any time.

Sincerely,



Lana Miles