

Ryan Quinn

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PROFESSIONAL EXPERIENCE

Founder of Iceverse, Manhattan, NY

Jan 2022 – Aug 2023

- Founded and led Iceverse, a luxury lifestyle and technology-enabled startup operating at the intersection of physical goods, blockchain-based authentication, and digital identity.
- Designed and deployed NFC-attached product authentication linked to blockchain-backed records, enabling secure verification, provenance tracking, and fraud-resistant ownership history.
- Built operational workflows supporting crypto- and blockchain-enabled authentication, including user onboarding, verification touchpoints, and lifecycle management of authenticated assets.
- Designed and executed experience-driven engagement programs informed by data insights, generating 323K+ organic impressions, a 116% views-to-follower ratio, and an 8% engagement rate (3× industry average).
- Collaborated with technical partners to integrate blockchain infrastructure in a way that balanced security, usability, and regulatory considerations.
- Led cross-functional initiatives across creative, technology, partnerships, and operations, coordinating timelines, deliverables, and stakeholder alignment in a fast-moving startup environment.

Content Creator & Community Builder, Manhattan, NY

Jan 2020 – Mar 2022

- Built and managed large-scale digital communities across YouTube, TikTok, Twitter, and Twitch, reaching 156K+ followers and 20M+ total impressions through fully organic, trust-driven growth strategies.
- Collected and analyzed quantitative engagement metrics and qualitative feedback to identify participation trends, friction points, and opportunities to improve community experience.
- Built repeatable workflows and tooling for content production, scheduling, and performance tracking, supporting consistent delivery across platforms.
- Produced and coordinated 200+ short- and long-form deliverables, managing timelines, prioritization, and execution with strong attention to detail.

Venture Fellow at Venture University, San Francisco, CA

Sep 2022 - Oct 2022

- Evaluated early-stage consumer, fintech, and media companies with a focus on business model viability, community trust, and long-term value creation.
- Analyzed how organizational culture, incentive alignment, and brand values influence growth and user adoption in technology-driven businesses.
- Assessed go-to-market strategy, positioning, and storytelling through both qualitative analysis and market research.
- Developed structured written and visual summaries communicating insights, risks, and opportunities to founders, mentors, and cohort peers.
- Collaborated in a fast-paced, cross-functional cohort environment, balancing independent analysis with group discussion and feedback.

EDUCATION

Bachelor of Science, Business Administration, Minor: Computer Science

Sep 2023 - May 2027

Chapman University, Argyros College of Business and Economics, Orange, CA

New York University – Stern School of Business

May - August 2025

Visiting Student

USC Marshall School of Business

June 2022 – July 2022

“Exploring Entrepreneurship” Program