

Justin Kratz

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Summary

Builder, strategist, and early Web3 native with a proven record in blockchain development, viral content growth, and community automation. Generated \$2M+ in NFT primary sales and \$2.5M in secondary volume, while creating and managing multiple TikTok networks that drive 50+ million monthly views. Currently building AI-powered tools for blockchain, Discord automation, and high-volume content clipping.

Technical Skills

- Programming: Python, JavaScript, HTML, CSS
 - AI Tools: Cursor, ChatGPT
 - Smart Contracts: Solidity (for NFTs and automation)
 - Platforms: Discord, Twitter, TikTok, OpenSea, Magic Eden
 - Media: CapCut (video editing)
 - Web: Frontend development, metadata scripting, basic backend integration
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Experience & Projects

SameDay Media — Team Member & Developer

2024 – Present

- Contribute to a mentorship collective of 500+ creators generating over 1.5 billion monthly views by clipping top streamers and viral content.
- Develop Python and SQL-based bots to automate internal processes, including prompt generation, campaign submissions, and video analytics tracking.
- Built automated bounty systems to reward members with the highest-performing videos, streamlining engagement and competition tracking.

Bryan Hughes Business Connections Platform — Full-Stack Developer

2024–Present

- Building a full-stack networking platform with integrated payments, subscriptions, and admin tools
- Developed using Cursor (AI-powered coding) with HTML, JavaScript, and a custom backend for managing memberships, payments, and subscriptions.
- Designing an online member portal where users can log in, view other members, their businesses, and ideal referral connections.

PizzaDAO — Founding Member

2021 – Present

- Founding member; helped launch the DAO and Discord in 2021
- PizzaDAO has donated \$400K+ annually for four years to fund global pizza giveaways

Blazed Cats NFT Project — Founder & Lead Developer

2021

- Handled all metadata and image generation
- Project raised and donated \$400K+ to Mental Health America
- Listed by The Giving Block as one of the most charitable NFT projects ([article](#))
- Featured in High Times for early technical contribution ([article](#))

Bear Market Bears — Founder & Lead Developer

2021

- Generated 10,000 unique images and connected each to corresponding metadata
- Project did \$1M in primary sales and \$1.8M in secondary trading volume

VeeFriends Discord Bot — Python/JavaScript Developer

2021

- Created a custom bot using Python/JavaScript for floor price lookups, trait filters, and collection stats
- Earned Verified 'VeeFriends Bot Developer' role in the server

Conferences & Industry Involvement

Spoke with and built relationships with leaders across technology, Web3, and finance:

- Gary Vaynerchuk (Founder, VeeFriends / CEO, VaynerX) — first met in 2019, have interacted numerous times annually at events including VeeCon, NFT NYC, and other major industry conferences, and connected directly via video call
- Ian Rogers (CEO, Ledger) — spoke in depth on camera at VeeCon 2022 regarding blockchain accessibility and consumer adoption
- Vasant Prabhu (former CFO, Visa) — met at Cornell Blockchain Conference 2025; discussed financial infrastructure and innovation in blockchain
- Cordell Broadus (entrepreneur, Snoop Dogg's son) — introduced by Ian Rogers; conversation centered on blockchain simplification and creative onboarding
- Michael Rubin (CEO, Fanatics) — met at Fanatics Fest 2024; discussed fan engagement and digital collectibles

VeeCon (2022-2024)

Attended all three conferences; engaged with leaders including Gary Vee, Luca Netz, Jim Kwik, and Illmind

NFT NYC (2021-2025)

Attended annually; connected with creators and founders such as Danny Cole (Creature World), Frank (DeGods), and members of the teams at OpenSea and Magic Eden

Harvard Blockchain Conference (2024)

Participated in academic and professional blockchain discussions

Cornell Blockchain Conference (2024-2025)

Engaged with global leaders including Vasant Prabhu on blockchain innovation

University of Pennsylvania Blockchain Events (2024-2025)

Attended campus-led Web3 and innovation summits

Social Media Clipping & Growth

- Built and managed a network of TikTok accounts reaching 50–75 million views each month across all pages.
- Created and optimized high-performing short-form content that regularly appeared on TikTok's For You Page.
- Early adopter of TikTok (since Musical.ly) with long-term experience in Twitter and Discord community growth.

Key Accounts:

- [@alldayclips_fy](#) — 100K+ followers
 - [@kickclipsofficial](#) — 34K+ followers
 - [@clipsexclusive](#) — 17K+ followers
 - [@clipriot](#) (formerly lacy.kingdom) — 10K+ followers
 - [@jayguapoplug](#) — 10K+ followers
 - [@ce.clips](#) (formerly jayguapoplug_) — 5K+ followers
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Education

Council Rock High School North, Newtown, PA — Graduating 2026

GPA: 3.9 (Distinguished Honors)