

GREGORY KASIN

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SUMMARY

Purpose-driven and adaptable professional with a multidisciplinary background in sustainability, education, technology, and public advocacy. Bringing real-world experience in business development, stakeholder engagement, and cross-cultural collaboration to a future in environmental justice and public interest law. Skilled in translating complex issues into actionable strategies and deeply committed to justice, equity, and responsible innovation.

PROFESSIONAL EXPERIENCE

Affiliate Marketing Manager, BetterSpender

March 2023 – Present

- Identify and launch new business verticals in mission-aligned consumer markets
- Create marketing content, advertisements, and partner outreach strategies
- Analyze performance metrics to refine campaigns and maximize engagement

Commercial Manager, ClimateTrade (Spain-based)

February 2022 – March 2023

- Opened U.S. market and led targeted outreach campaigns using A/B testing
- Contributed to go-to-market strategy and represented the company at international industry events
- Gained insight into blockchain-tracked carbon credits and the misuse of offset markets, sparking a deeper interest in environmental law and accountability
- Navigated cultural nuances while collaborating with a diverse, multilingual team headquartered in Spain

Product Lead, OceanManager (India-based)

May 2021 – February 2022

- Implemented LMS for client education and feedback collection
- Managed agile development processes using Jira
- Supported CRM evaluation and presented at industry conferences
- Authored thought leadership content and facilitated strategic meetings as Scrum Master
- Gained valuable cross-cultural experience working with an India-based development team

Executive Assistant, Rancho Grande

August 2018 – May 2020

- Managed a successful Airbnb business and coordinated major events
- Oversaw animal care and daily ranch operations

Behavioral Health Specialist, Center for Social Dynamics

May 2017 – August 2018

- Delivered in-home behavioral therapy to children on the autism spectrum
- Documented progress and collaborated with families to support developmental goals

Vice President of Business Development and Sales, Levelles Coffee

August 2015 – May 2017

- Shaped business strategy and developed supply chain relationships
- Prospected and onboarded new retail clients

EDUCATION

University of California, San Diego

B.A. in International Political Science, 2015

- Leadership roles in Alpha Epsilon Pi fraternity
- Completed coursework in environmental policy, international relations, and public ethics

CERTIFICATIONS

- International Humanitarian Law – LouvainX
- C Programming: Pointers and Memory Management – Dartmouth_IMTx
- C Programming: Getting Started – Dartmouth_IMTx
- C Programming: Language Foundations – Dartmouth_IMTx
- C Programming: Modular Programming and Memory Management – Dartmouth_IMTx
- SCRUM Master Certification – OceanManager

SKILLS

- CRM systems: Hubspot, Salesforce, Zoho Desk, Monday.com
- Agile project management with Jira
- Copywriting, business strategy, email campaigns
- Public speaking and stakeholder engagement
- Marketing
- International law compliance

ACTIVITIES

- Live on a ranch in Hayward, CA and care for two horses, three goats, four ducks, and ten chickens
- Committed to sustainable living and gardening for food security
- Produce independent films with actor Omi Vaidya ("Three Idiots")
- Volunteer with Artists Building Communities, advocating for housing equity in Oakland
- Completed Stanford continuing studies course, TECH 152 H/Z: A Crash Course in AI; use AI tools responsibly for research, writing, and education