

Paul S. Beera

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EDUCATION

Bentley University

Waltham, MA

Bachelor of Science - Economics-Finance, President's Academic Scholarship

PROFESSIONAL EXPERIENCE

Coinbase, Inc.

(Remote) Boston, MA

RFI Associate - Institutional Sales, Trading & Prime

February 2026 – May 2026

- Leveraged AI/LLM tools to automate drafting, SME input, reviewing, and formatting final deliverable for institutional RFX's translating Coinbase's complex institutional product suite into client-friendly content
- Created bespoke AI-Agent via Prompting Iterations to assist in content management function automations; recommends new-content records for addition to library from each deliverable, reduced manual inputs required to generate new content for RFXs
- Owned full-cycle execution of competitive, institutional RFXs, coordinating with executive cross-functional stakeholders (sales, product, legal, security operations) to drive revenue growth and client expansion against tight-deadlines (< 24 hours)

Mirova US LLC

Boston, MA

RFP Business Development, Manager

September 2023 – February 2026

- Spearheaded execution of high-value RFPs, coordinating with internal stakeholders and managing bids from \$100M to \$2B, directly impacting product growth, institutional client acquisition, and existing client retention
- Collaborated with key functions (sales, investment, IT, risk, operations, and compliance/legal teams) to develop compelling, data-driven marketing collateral, pricing agreements and proposals supporting a \$13B Global Equity investment strategy for investor and client engagement
- Owned end-to-end content generation for 60+ technical and strategic records, producing both qualitative and quantitative materials validated by subject matter experts for multi-disciplinary review
- Drove efficiency and scalability by training RFP platform AI models on specialized product features; automated key platform functions, significantly reducing drafting, review, and overall RFP cycle time
- Delivered actionable due diligence and technical reports that clarify specific mandate drivers for Portfolio Managers, enabling successful client presentations and finals pitches
- Led RFP and project management for multi-year institutional wins, resulting in \$750M+ in new business and expanding product market share globally against adverse market conditions

Amundi US Asset Management

Boston, MA

US RFP Associate

August 2021 – September 2023

- Completed Request For Proposals for prospects ranging from ~\$50mm – \$5bn to be submitted to institutional vendors
- Led communications between key stakeholders in mandate pricing negotiations for competitive bids
- Produced content for Requests based on technical information deemed appropriate by myself upon approval from compliance
- Collaborated with Product Managers & Investment Teams to develop reusable language & responses for proposals
- Led RFP process for several won mandates across equity, fixed income, and multi-asset strategies

LeagueDAO (Part-Time)

(Remote) Boston, MA

Lead Copywriter

September 2021 – September 2022

- Lead copywriter for pioneering Web3 organization conducting on-chain fantasy sports leagues with \$1mm+ prize pools
- Produce weekly articles on fantasy sports leagues, Crypto/NFT-drop informative reward updates, and ad-hoc requests
- Utilized SEO analytics to drive protocol website and twitter account traffic by over 100% Year-over-Year

Gokhshtein Media (Part-Time)

(Remote) Boston, MA

Content Contributor

March 2022 – September 2022

- Researching, writing & editing news articles related to cryptocurrency/blockchain developments via quantitative-driven research
- Utilized key word optimization, improved article engagement via social media platforms by 30%
- Contracted work; producing 5-8 articles per month with occasional social media events (AMA's, Twitter Spaces)

John Hancock Life Insurance

Boston, MA

Internal Sales Support

August 2020 – May 2021

- Receiving daily in-bound requests from firms & agents to design and create 1000's of detailed illustration presentations for clients
- Providing John Hancock product information, materials and recommendations suited to specific needs of clients
- Promoted to Los Angeles territory – Lead Internal Associate within 6 months; surpassed weekly & monthly metric goals each month

SKILLS & INTERESTS

- **Skills & Licenses:** LLMs (Claude, OpenAI, Gemini, Perplexity), AI Agents & Automations, Onchain Analysis & Trading, Bloomberg
- **Interests:** AI-Research & Projects, Blockchain R&D, Smart Contracts, DeFi, Creative Writing, Personal Branding, Basketball Skills Training