

## Headline

Web3 Content & Growth Lead | Technical Storytelling, Campaign Execution, and Social Distribution

## Core Skills

Content Strategy, Product Marketing, Social Media Growth, Technical Writing, Community Campaigns, SEO, Cross-Functional Collaboration, Event Marketing, Analytics, AI-Assisted Content and Business Workflows

## Experience

### Automata Network **CONTENT LEAD**

Dec 2023 – Present · TEE Infrastructure

- Grew personal brand visibility tied to Automata narratives to 1,000 followers in 7 months, driving 536,205+ impressions and drawing engagement from EigenLayer, Worldcoin, Flashbots, and the Azuki community.
- Organised the TEE Unconference at Token2049 (2024) and helped increase Automata brand mentions and positive attendee feedback.
- Launched high-visibility campaigns (Multi-Prover AVS on EigenLayer, Optimism Superchain, partner ecosystem roundups) averaging ~100k views on Twitter.
- Coordinated launch of the TEE ELI5 site to simplify technical concepts for non-technical audiences.
- Built and deployed AI-assisted interactive sites using Claude Code, Google AI Studio, and Vercel: [knowyourpet.xyz](#), and [HIP-5 Sentiment](#).
- Coordinated the Privacy Signal campaign on Galxe with Oasis, Gnosis, Secret, and imToken, attracting 2,760 participants.
- Scripted and managed monthly community calls end-to-end, including logistics, house rules, and live execution.
- Executed SEO initiatives with an agency, improved 1RPC impressions by 20% via ecosystem page strategy, and spearheaded the launch of [learn.ata.network](#).
- Partnered across design and engineering teams to translate technical concepts into clear content and visual storytelling assets.

### @gideonfip **FOUNDER**

Mar 2022 – Present · Personal Brand (AI Automation)

- Grew YouTube channel [@gideonfipbuilds](#) from 2 to 335 subscribers in 2 weeks, generating 21,031 views across 14 videos.
- Generated 20M+ annual impressions on X through educational long-form threads and strategy breakdowns.
- Grew [Substack newsletter](#) (Stack Signal) to 4,600 subscribers averaging 15% open rates through lead magnets and social CTAs.
- Scaled an airdrop-focused Discord community from zero to 2,000+ members and maintained an active Telegram group of 70,000+ messages.
- Earned inbound follows from prominent CT figures (Zeneca, DefiIgnas, IcoBeast etc.) through a targeted and personalised approach to replies.
- Produced 100+ YouTube videos (tutorials, explainers, short-form) with 1.5M+ total views.

### KrASIA **CRYPTO WRITER**

Apr 2023 – Nov 2023 · Business Media

- Published in-depth crypto/Web3 features that contributed to a 10% increase in web traffic.
- Conducted industry interviews and Q&A features with senior leaders across [Mantle](#) and [BNB Chain](#).
- Collaborated with editorial leadership on content strategy and managed newsletter output for 4,600 recipients (30% average open rate).

## Krystal DeFi **MARKETING ASSOCIATE**

Jan 2022 – Mar 2023 · DeFi Platform

- Led content and campaign execution across blog, product education, social media, and launch communications.
- Maintained a cross-channel content calendar with high consistency (up to 95% schedule adherence in tailored versions).
- Translated complex DeFi concepts into clear user-facing content (articles, guides, UX copy, docs).
- Supported product launches, PR distribution, and community-facing educational narratives.
- Drove stronger engagement on topical campaigns by tying content to market moments (e.g., [Ethereum Merge](#)).

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## Tools

ChatGPT, Claude, Claude Code, Gemini, Google AI Studio, GitHub Copilot, Figma, Notion, WordPress, Medium, Substack, MailerLite, Google Analytics, Google Search Console, Vercel, Final Cut Pro, Canva

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## Education

### National University of Singapore (NUS)

Bachelor of Science (Pharmacy), Honours (First Class)