

SHUBHAM SHARMA

AI Marketing Strategist | Social Media & Growth Marketing Leader

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PROFESSIONAL SUMMARY

Results-driven AI Marketing Strategist with 5+ years of experience fueling growth for tech companies. Developed AI-powered marketing systems leveraging Claude, ChatGPT, Jasper, and n8n automation to enhance efficiency and scalability. Grew Aethir's X (Twitter) audience from 178K to 850K followers (4.7x) and contributed to \$100M+ in revenue through strategic social-to-sales pipelines with full-funnel attribution. MBA in Marketing from IIM Bangalore.

SKILLS

AI & Automation: Claude AI, Claude Code, ChatGPT, Jasper, n8n Workflow Automation, Prompt Engineering, Generative AI, Marketing Automation

AI Video Generation: Higgsfield, Kling AI, Hedra, HeyGen, AI video content creation, automated content repurposing and reproduction workflows, YouTube video production

Digital Marketing: Social Media Marketing, Content Marketing, Content Strategy, Growth Marketing, Community Management, Email Marketing, Copywriting, Brand Management, Go-to-Market Strategy

Analytics & Tools: Google Analytics, Sprout Social, Hootsuite, A/B Testing, UTM Tracking, CRM Attribution, SEO, Search Engine Optimization, Data Analysis

Content & Creative: CapCut, Canva, Video Scripting, Blog Writing, Ad Copywriting, Short-Form Video, Multi-Format Content

Leadership: Revenue Pipelines, Community Building, Cross-Functional Collaboration, Data-Driven Decision Making, Stakeholder Management

PROFESSIONAL EXPERIENCE

AI Marketing Lead (Content & Production)

NodeOps — Unified AI Execution Infrastructure Platform | March 2026 – Present

- Own end-to-end marketing for NodeOps across paid acquisition, social media, content strategy, creative production, and multi-channel campaign execution.
- Built and managed Meta Ads campaigns that generated 34 leads, with 12 advancing into the active sales pipeline.
- Grew Instagram from 1.3K to 2.3K followers (+77%) in three months and YouTube from 900 to nearly 1.3K subscribers (+44%) in four months through consistent content and distribution.
- Lead the full YouTube and AI video pipeline from concept and scripting through editor coordination, publishing, and automated repurposing using Claude, Higgsfield, and n8n.
- Partner with product, design, and leadership teams to align positioning, content, and go-to-market strategy; supported company communications as NodeOps secured \$5M in seed funding.

AI Marketing Strategist & Social Media Lead

Aethir — Decentralized GPU Cloud Infrastructure for AI & Gaming | March 2024 – March 2026

- Scaled X (Twitter) from 178K to 850K followers (4.7x) in 12 months; A/B tested AI-generated vs. human content, improving engagement by 35% in the last 1 year.
- Developed end-to-end social-to-sales pipeline with UTM tracking and CRM attribution, generating leads from X/LinkedIn and running discovery calls, contributing to \$100M+ revenue.
- Launched AI Agents initiative through \$100M ecosystem fund, driving 4.5M \$ATH staked in 3 days via community rewards program.
- Engineered campaigns for \$ATH token generation event and \$100M+ node sale, utilizing copywriting across social, blog, and email to drive engagement.

Community & Growth Manager

Sending Network — Decentralized Communication Infrastructure | June 2023 – March 2024

- Launched Early Deposit marketing campaign, securing \$5M in pre-registered nodes and surpassing targets by 40%.
- Scaled Discord community from 23K to 131K members (5.7x) in 4 months via strategic multi-platform campaigns.
- Executed Galxe, Intract, and Discord campaigns for community growth, creating go-to-market strategy for TGE.

Freelance Web3 Marketing Consultant

Independent — Multiple Web3 & Tech Projects (including POPCAT, W3Meet) | January 2023 – May 2023

- Developed marketing strategies, social media content calendars, and go-to-market plans for emerging Web3 projects in pre-launch and growth phases.
- Collaborated with cross-functional teams to create cohesive marketing campaigns across platforms and conducted market research to identify trends and inform project direction.

Social Media & Community Manager

The Sandbox — Leading Metaverse Gaming Platform | October 2020 – December 2022

- Led global SNOOPVERSE campaign; generated \$14M in revenue through community-driven marketing across social, blog, and email.
- Grew South Asian Discord community from 200K to 315K (57.5%) in 1.5 years, boosting SAND token distribution by 15% in Western and Asian markets.
- Collaborated with cross-functional teams to align social media campaigns with product launches and developed engaging content strategies for diverse gaming communities.

EDUCATION

Master of Business Administration (MBA), Marketing Specialization

Indian Institute of Management (IIM) Bangalore | 2018 – 2020

PROJECTS

- Built a full-stack Excel Analytics Platform using AI tools (website + APIs), used by the Aethir team and freelance clients for data comparisons.

- Designed n8n workflows for content scheduling, lead scoring, and campaign distribution.
- Currently building an AI-powered job search platform; daily Claude AI / Claude Code user with advanced prompt engineering across ChatGPT, Claude, and Jasper.
- AI video and image generation with Higgsfield, Kling, Hedra, CapCut, and HeyGen.