

Bharvi Sampat

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Full-stack marketer building bera narratives and an engaged community. Part of Bera Baddies.

Work Experience

[Vara Network & Gear Protocol](#)

A decentralized layer-1 network built and running on top of substrate-based Gear Protocol.

Community Growth Lead & Social Media Manager (Remote)

July 2023 - October 2024

- Onboarded over **13,000 participants on Vara on-chain** within 3 weeks through Galaxe, Zealy, and Airlyft.
- Crafted content and managed X **increasing followers by 75% to 75,000**.
- Grew Gear's LinkedIn followers by **27% in 6 months**.
- Curated YouTube content increasing **subscribers by 248.5% to 2,300**.
- Grew the Vara Ambassador program across **the US, LATAM, APAC, and EMEA** regions **growing it by 144%**
- Coordinated and organized community calls, global meetups, and workshops with Ambassadors. Guided them to create strong Vara narratives across ecosystems.
- Managed and grew Telegram Community **from 23 Monthly Active Users (MAU) to an avg of 307 MAU** over 12 months.
- Scaled Discord community to **13,500 new members** with a **40% increase in member retention**.

[WagMedia](#)

Decentralized editorial and incubation hub offering media solutions through a Create-2-Earn model for content creators.

Marketing Consultant (Remote)

Sept 2022 - June 2023

- Gave Marketing advice to content creators in the Kusama and Polkadot ecosystems
- Conducted bi-weekly research on **Dotsama trends**, leading to a **20% increase** in engagement metrics.
- **Studied and analyzed social media algorithms** to curate individual creator strategies.
- Enabled **90% of creators to achieve their KPIs** within **3 months** through said strategies.
- **Increased SEO ranking of DotSama Bloggers** through advanced SEO techniques.
- Held bi-weekly reviews to assess performance, measure results, and adjust strategies as needed.

[Metaschool](#)

A Web3 and AI Ed-tech for developers focused on project-based courses.

Content Marketer (Remote)

Sept 2022 - May 2023

- Doubled Metaschool's X presence in 2 months **driving 110.9K impressions and 566 website clicks**.
- **Grew LinkedIn followers by 50%** in 2 months, from 5,000 to 7,490.
- **Scripted Instagram Reels** reaching 10K views.
- **Organized X Spaces and Discord AMAs** around EVMs, AltVM engines, consensus mechanisms, Ordinals, etc for developers.
- Improved **organic traffic to 70,000 views** over 6 months through Google Trends, Keyword search, and SEO best practices.
- Established media connections with **Twitter KOLs, and YouTube influencers, generated 30+ leads** at India Blockchain Week.

[HireVibes](#)

Web3 Jobs and Talent Aggregator built on Stacks

Social Media Manager (Part-time Remote)

Feb 2023 - May 2023

- Managed and scaled HireVibes' X profile, driving a **3x increase in followers** within one month.
- Leveraged social media analytics to optimize posting strategies, resulting in a **50% increase in engagement**.
- Achieved growth through consistent, original content creation and strategic engagement.

[SkyNet Secure Solutions](#)

Web Developer (Remote)

June 2022 - July 2022

- Implemented responsive, mobile-first websites, mobile applications, and landing pages from concept through deployment using HTML, Sass, Bootstrap, React and Node.js
- Built a Personal Portfolio for a Web3 Marketing Professional. Increasing their client landing and outreach possibilities. [Visit Website](#)

Reports

[A SWOT Analysis of Bifrost Finance](#)

A cross-chain liquid staking parachain built on Substrate on Polkadot. Here's a freelance marketing analysis I conducted, focusing on SEO, SEMrush-identified website vulnerabilities, backlink evaluation, and search rankings.

[A Social Media Analysis of Vara Network](#)

This report evaluates a high-performing layer-1 decentralized network powered by Gear Protocol, analyzing social media performance and presenting a **two-month marketing strategy** to improve network growth and community engagement.

Proof of Work

I use a holistic set of brand marketing strategies across personal and company accounts such as personal branding, memes, replies, educational threads, recaps, etc.

Personal Branding

- [Bera is Bulla](#)
- [69 Bera Native Projects](#)
- [The chain has a bear on it](#)
- [Low Barriers = Bera](#)
- [BM BN](#)
- [Bera and its community](#)

Bera Memes

- [OogaBooga Smokey the Bera](#)
- [Steady Teddys Meme](#)
- [OogaBooga NFT](#)
- [Bear is Good](#)
- [Teddism](#)

Reply Girl

- [@whoiskevin](#)
- [@keisha](#)
- [@deepname99 1 & 2](#)
- [@blackbera](#)
- [@camiinthisthang](#)
- [@reffePuffpaw](#)
- [Shitposting w lcy, Luca & Nap](#)

Educational Content

- [POS vs POL](#)
- [Validator x Protocol Gap](#)
(Build up to PoS vs PoL Tweet)
- [What is \\$BGT?](#)

Strategic QTs

- [Study Berachain](#)
- [Smokey the Bera](#)
- [PoS vs PoL](#)
- [Fat Bera Thesis](#)
- [Jani Space: berabera](#)
- [Smokey at DevCon](#)

Previous Work Exp

- Weekly Recap: [1](#), [2](#)
- Integration Ann: [1](#), [2](#), [3](#)
- Community Recap: [1](#), [2](#)
- Space Ann: [1](#), [2](#), [3](#)
- PR & Articles: [1](#), [2](#), [3](#)
- Hackathons: [1](#), [2](#), [3](#)
- Events: [1](#), [2](#), [3](#)

Education & Certifications

[AWS Certified Developer](#)

[Associate](#) (2022-2025)

Gained a comprehensive understanding of application deployment and life-cycle management using AWS best practices.

Validation Number:

7XGG3RYLGBE41X32

[SEO for Websites and](#)

[Wordpress](#) (2024)

Specialized in WordPress SEO, including keyword research, on-page/off-page techniques, content optimization, and performance analysis to boost rankings and user experience.

[Bachelor of Commerce](#)

(2018-2021)

Graduated with a Bachelor of Commerce from Narsee Monjee College, focused on business, accounting, finance, marketing, and media. and user experience.

Skills

- **Paid Ads:** X, Google, Youtube, LinkedIn, Instagram, Facebook
- **Data Visualization & Analytics:** Kaito.ai, Dune, Sprout Social, Fedica, Tableau, SQL
- **Creative:** Adobe Photoshop, Adobe XD, Figma, Canva
- **Programming:** Basic - HTML, CSS, Sass, Tailwind, JavaScript, React, Node.js, Solidity
- **SEO:** GAnalytics, Ahrefs, Semrush, Google Trends, Wordpress SEO