Sneharup Mukherjee

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Professional Summary

Product marketing manager with 6+ years of experience in DevTools, Web3 and SaaS. Proven track record for owning product positioning, crafting GTM strategy, and managing launches that drive adoption, pipeline growth, and market differentiation. Worked closely with Product and Sales to improve win-rates, and increase activation across the full user journey. Highly analytical and result-driven, with a background in CS and AI-powered experimentation to optimize messaging, funnels, and product adoption at scale.

Professional Highlights

- **Scaled Brickken's growth engine**, re-architecting Discord, Telegram & Zealy into a product-aligned XP hub; **4.1× contributor growth**, **–63 % CPA** via incentive-led lifecycle design.
- **Drove 6× market share growth** (6 % → 37 %) for Nethermind's Ethereum client through deep-tech GTM and StarkNet ecosystem alignment.
- **Delivered 8× follower** and **5× engagement growth** at Streamflow via KOL, UGC, and incentive-driven community campaigns.
- **Executed paid + influencer campaigns** with **300 % ROAS** and **25 M+ reach**, expanding brand visibility and user acquisition.
- **Automated analytics pipelines** (Python + Looker Studio), saving **400 + hrs/yr** and enabling real-time performance dashboards.
- **Built & led student communities** (GeeksforGeeks, CodeChef), authoring playbooks that ranked **top 5 nationally** and expanded membership **200 + %**.

Work Experience

Brickken

Community Growth . RWA Tokenization . 2025 - Curr.

Owned ICP segment activation, narrative, and lifecycle growth for ecosystem token. Aligned product messaging, incentives, and partnerships to drive community-led acquisition, retention, and enterprise adoption.

Community Growth Engine & Content

- **Architected** multi-layer growth engine across Discord, Telegram, and Zealy; **4.1x active contributors**, **+52% retention**, **-63% CPA** via XP-driven token economies.
- **Launched UGC** ecosystem (community, ambassadors, micro-KOLS) with storytelling and educational content; shipped **100+ assets/mo**, **+48% market voice share**, establishing Brickken as a **category leader**.
- **Built** unified **Looker dashboards** merging on-chain, CRM, and social data; **cut analytics latency 95 %** and enabled **weekly GTM iteration**.

KOL + Co-Marketing Blitz

- **Orchestrated multi-partner campaigns with 25 protocols & 100 KOLs**; integrated referral-based CAC tracking.
- **Partnered with Product & Engg.** to optimize onboarding and token utility; **–37 % activation friction**, new framework adopted org-wide.
- **Developed repeatable GTM playbook** (multi-chain + staking launches) standardizing narrative pillars and launch flows across teams.

Streamflow Finance

Growth Lead . Solana (Token Launch) . 2024 - 2025

Owned multi-channel growth and GTM execution for Streamflow's token streaming SaaS platform—integrating KOL, content, and community programs to scale brand visibility, engagement, and product adoption.

Social Media & Ecosystem Growth

- **Drove 8x follower growth** and **5× engagement uplift** through data-backed content strategy and incentive-led campaigns across X, Discord, and Telegram.
- **Executed 50+ KOL partnerships** and co-marketing activations with strategic blockchain partners; achieved **+250 % organic reach** and **+25 % brand visibility**.

Community Content & Activation Programs

- **Launched** UGC initiative driving user-led tutorials, memes, and guides; scaled **organic content output 4×** and expanded community reach.
- **Orchestrated** AMAs, hackathons, and campaign sprints engaging **10,000+ participants**, reinforcing Streamflow's positioning in the on-chain automation and token streaming ecosystem.

Nethermind

Marketing Operations Manager . Ethereum . B2B . Devtools . 2022 - 2024

Owned analytics, campaign ops, and GTM execution for Nethermind's blockchain product suite—bridging marketing, engineering, and BD to scale awareness, adoption, and ecosystem partnerships.

Campaign Management & Marketing Operations

- **Achieved a growth of 126% in follower-base across channels and 250%+ growth in engagements**. Secured funding from Ethereum & StarkNet foundations, highlighting the value of robust social + community growth.
- Maintained a dynamic content calendar liaising across engineering, BD and design teams, streamlining project timelines by 30%.
- Managed email marketing campaigns, coordinated a monthly interview series, and hosted regular AMA sessions, collectively drawing in 20,000+ participants.

Data Analytics & Marketing Optimizations

- **Engineered** data-driven synergy across channels; achieved **6× user base growth** via refined **user-journey segmentation** for 3 core personas over 7 platforms.
- **Built** full marketing tech stack and automated metric tracking/reporting; **saved 400+ hours annually** and established live GTM performance dashboards.
- **Owned** web and landing-page optimization (SEO, A/B testing, CRO), delivering an **avg. +37 % conversion lift** and higher lead quality.

GeeksforGeeks

Social Media Lead . Developer Education . 2021 - 2022

Owned regional social and community marketing, driving multi-channel content strategy, student engagement, and event-led growth across GeeksforGeeks' learning ecosystem.

Social Media & Content Strategy

- **Managed** content calendar and publishing across platforms; achieved **+120 % student engagement** through targeted educational content and optimized posting cadence.
- **Cultivated** a hybrid content ecosystem blending UGC, expert articles, and real-time feedback loops; strengthened brand-community interaction.

Events & Community Growth

- **Organized** webinars, IRL events, and coding contests; **+150 % event participation** and **+200 % community membership growth**.
- **Developed** diverse content formats (videos, polls, live Q&As) to engage varied learner personas and reinforce top-of-funnel growth.

CodeChef

Outreach & Events Manager . Developer Education . 2019 - 2021

Owned community activation, outreach, and content-led engagement for CodeChef's open-source campus network, scaling ambassador-driven growth nationally.

Community Activation & Growth

- **Launched** and scaled **campus community** to **500+ active ambassadors** across India; authored **community handbooks** and playbooks adopted nationwide.
- **Executed** coding events, workshops, and AMAs (**300+ avg. participants**) as part of a large-scale activation campaign.
- **Built** UGC- and ambassador-based incentive systems, achieving **+350 % community growth** within one year.
- **Forged** partnerships with adjacent tech communities, organizing inter-community events and knowledge-sharing collaborations that expanded reach and visibility.

Education

Bachelor's Degree in Computer Science & Business Systems

Sister Nivedita University, Kolkata, India.

Skills

Growth & GTM: Multi-channel acquisition, retention, lifecycle, conversion optimization, A/B testing, positioning, messaging.

Product & Community: Narrative building, UGC/KOL programs, incentivised amplification,, ecosystem growth.

Data & Automation: Funnel analytics, cohort tracking, attribution, automation (GA4, GTM, n8n, Zapier), and AI tools.