# Arpit Kumar

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## Career Objective

Passionate and driven professional with a deep interest in cryptocurrency and the crypto market, looking for a challenging position where I can apply my expertise in overseeing the daily operations of crypto-related projects. I aspire to utilize my understanding of crypto marketing strategies and their impact to enhance user acquisition and engagement in cutting-edge crypto ventures. With my strong ability to manage diverse teams, I am dedicated to ensuring the successful implementation of crypto projects through efficient project planning, budget control, and seamless team collaboration.

## Work Experience (8+ Years)

### Marketing Manager → Business Development, Jan 2024 – Currently
*KIMA NETWORK – Incubated by ChainGPT & Backed by Mastercard*

- Developed and executed comprehensive marketing strategies to drive brand awareness and user acquisition, and grew the community
- End-to-end social media management across X, Telegram, LinkedIn, and Discord
- Content writing for social platforms (announcements, threads, memes, short-form and long-form posts)
- Built a community of 1M+ across all social platforms for KIMA within 3 months; scaled to 2.5M+ to date
- Organised end-to-end Airdrop campaigns
- Experience supporting or managing X/Twitter ad campaigns
- Analyzed performance using platform analytics and tools to optimize reach, impressions, CTR, and engagement rates

### Business Development (Post-Promotion)

- Promoted to Business Development role based on performance and growth outcomes
- Led end-to-end business development strategy, identifying, onboarding, and managing strategic partners across Web3 and Web2 ecosystems
- Secured 100+ strategic partnerships, including wallets, exchanges, infrastructure providers, dApps, payment processors, and ecosystem partners
- Helped Devs in integrating Kima and onboarding them
- Represented KIMA in partnership calls, demos, AMAs, conferences, and industry discussions
- Built long-term relationships with founders, BD heads, and ecosystem leaders to unlock co-marketing and revenue opportunities

### Marketing Manager, June 2023 – Jan 2024
*MultiFarm(DEX VC)*

- Successfully completed over 5 prominent projects, including HorizonDEX on Linea, zkSwap on zkSync, Skydrome on Scroll, and NovaDex on Solana.
- Built a 100k community within a month for HorizonDEX (https://shorturl.at/iBM24).
- Collaborated with cross-functional teams to develop and implement innovative DeFi solutions, ensuring a seamless user experience. Spearheaded projects involving DeFi protocols and liquid staking mechanisms to enhance liquidity and yield optimization.
- Contributed to the development of HorizonDex, leveraging my expertise in DeFi protocols to create a user- friendly and feature-rich decentralized trading platform.
- Implemented strategies for yield farming, liquidity provision, and automated trading on decentralized exchanges (DEXs).

### Head of Operations, January 2022 – June 2023
*Crowd Fund Junction (DAO VC)*

- Served as a core member of a Crypto/NFT-focused DAO Venture Capital firm (CrowdFundJunction.com), playing a key role in evaluating and supporting Web3 startups and crypto projects across multiple categories, including Layer 1, Layer 2, DeFi, Metaverse, and NFTs
- Conducted project assessments, due diligence, and strategic analysis with a strong focus on crypto technology, contributing to informed investment decisions and fostering innovation within the Web3 ecosystem
- Actively supported portfolio projects by providing strategic guidance, market insights, and growth support
- Oversaw day-to-day operations, identified operational bottlenecks, and implemented process improvements to enhance efficiency and execution
- Led and managed marketing initiatives, ensuring successful campaign execution and timely delivery of objectives within defined timelines

### Community Manager, January 2019 – December 2021
*Mystery of Crypto AKA MoneyKing [KOL]*

- Successfully managed and scaled a highly engaged community ecosystem by fostering meaningful interactions, driving active participation, and maintaining open, transparent communication, resulting in strong member loyalty and retention
- Created and executed community engagement strategies, initiatives, and discussions to strengthen brand trust and long-term community growth
- As a Content Creator and Partnership Manager, managed both paid and organic allocations, ensuring optimal utilization and measurable value delivery
- Built and maintained strong partner relationships, collaborating closely to maximize campaign impact, visibility, and mutual growth
- Coordinated cross-functionally to deliver high-quality content, campaigns, and partnerships aligned with strategic objectives

# ADDITIONAL EXPERIENCE

Led the publication of a digital magazine focused on Crypto & NFT, overseeing content creation, editing, deep analytical reports, hidden gems and marketing. The magazine served as a valuable resource for industry insights, project updates, and thought leadership, enhancing the organization's reputation and brand awareness.

Actively monitored industry trends, technological advancements, and regulatory developments in the Cryptocurrency and Web3 space. This ongoing research and knowledge acquisition ensured that the organization remained at the forefront of industry changes and made informed investment decisions.

# ADDITIONAL SKILLS

- Web3 & On-Chain Analytics: Proficient in using Token Terminal, DeFiLlama, Dune Analytics, Glassnode, CryptoFees, Messari, and on-chain analysis tools to evaluate protocols, track performance, and identify trends
- Growth & Community Platforms: Hands-on experience with Zealy, Galxe, QuestN, and other questing and engagement platforms to drive user acquisition and retention
- Crypto Market Expertise: Extensive knowledge of the cryptocurrency and NFT ecosystem, including market trends, fundamental and technical analysis, tokenomics, and emerging technologies
- Project Evaluation & Due Diligence: Strong expertise in project analysis, due diligence, and financial modeling for investment and partnership evaluations
- DeFi & Blockchain Knowledge: Deep understanding of DeFi concepts, interoperability, Layer 1 & Layer 2 architectures, X2E models, and protocol design
- Web3 Operations & Tooling: Proficient in core Web3 functionalities, including bridging, swapping, lending, minting, smart contract interactions, running nodes, and blockchain transactions
- Partnerships & Ecosystem Relations: Strong industry network with launchpads, CEXs, DEXs, and Web3 projects, enabling strategic partnerships and ecosystem expansion
- Portfolio & Growth Support: Proven ability to provide strategic and operational support to portfolio companies, driving adoption, growth, and user acquisition
- Research & Market Intelligence: Skilled in market research, competitive analysis, and opportunity assessment within the crypto and NFT space
- Leadership & Collaboration: Excellent communication, collaboration, and leadership skills, enabling effective cross-functional and external stakeholder engagement
- Project Execution & Documentation: Ensures high-quality deliverables, structured processes, and thorough project documentation
- Analytical & Problem Solving: Strong analytical mindset with the ability to identify problems, propose solutions, and execute efficiently

# HOBBIES

- Crypto
- Cricket

# Education History

Bachelor of Computer Applications
Guru Gobindh Singh Indraprastha University,
Jagannath International Management School, Vasant Kunj

Intermediate of Science
Delhi Jain Public School, New Delhi