

HARSHITH VADDIPARTHY

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<https://www.youtube.com/@harshithvaddiparth>

SUMMARY

Experienced Growth Marketer with Software Development skills, having successfully exited an AI startup. Skilled in growth marketing and business development with a proven track record in leveraging Large Language Models (LLMs) and Blockchain for innovative solutions. Seeking to apply my expertise in a new, challenging environment to drive growth and innovation.

My YouTube channel serves as a platform where I share insights on various AI tools and their capabilities, particularly focusing on how they can streamline workflows for both coders and non-coders alike. My work revolves around demystifying AI tools and demonstrating their practical applications in everyday tasks, making technology accessible to everyone interested in leveraging AI for personal or professional growth.

YouTube Channel: <https://www.youtube.com/@harshithvaddiparth>

EDUCATION

Bachelor of Business Administration, Humber College	May 2023
IIT Kanpur Blockchain Program	Feb 2022

WORK EXPERIENCE

Marketing & Media, JustPaid AI (YCW23)	[Sep 2024 - Present]
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- Leveraged AI tools to enhance content production processes, including utilizing AI transcription services for podcast interviews and generating blog posts from video content, streamlining workflows and improving efficiency.
- Developed and implemented user-friendly front-end solutions for the company's platforms, ensuring an intuitive user experience while integrating AI functionalities to enhance interactivity and engagement.
- Applied AI analytics tools to gather insights from social media performance and audience engagement metrics, enabling data-driven decisions for content strategy and marketing campaigns.
- Establishing and growing the "Just Paid AI" podcast and YouTube channel (<https://www.youtube.com/@getjustpaid>), collaborating with industry leaders for insightful interviews and generating engaging long-form and short-form content to expand audience reach.

Head of Content, Metaschool

[Feb 2024 - Jun 2024]

- Created and distributed educational materials and explainer videos on cryptocurrency, reaching over 10,000 unique viewers and increasing content engagement by 20%.
- Utilized analytics tools to monitor performance, demonstrating a 15% rise in social media engagement.
- Led the social media strategy, focusing on content creation, curation, and dissemination across various platforms.

Head of Business Development, Capx AI

[Nov 2023 - Feb 2024]

- Developed and executed growth strategies resulting in a 20% increase in client acquisition and a 15% increase in revenue.
- Built and maintained relationships with high-value clients, achieving a client retention rate of 90%.
- Conducted market research that identified new market opportunities, leading to a 25% growth in business development.

Founder & CEO, ARTIFIN.ai [Acquired by Oasis Ventures]

[Mar 2023 - Jan 2024]

- Bootstrapped the business and exited at a \$50,000 valuation.
- Implemented AI-driven financial data analysis tools, improving data processing efficiency by 50%.
- Pioneered design and development, embracing 'Build in Public' for transparency and community engagement.

Head of Social Media and Community, BasedAF

[Jan 2023 - May 2024]

- Increased brand visibility in the Metaverse by 40% through strategic social media campaigns.
- Led marketing for the "BasedHeads NFT drop," expanding the community by 25%.
- Directed community growth initiatives, resulting in a 30% rise in user engagement across Discord and Twitter.

Community & Operations Manager, Love, Death & Robots [Netflix Show]

[May 2022 - Oct 2023]

- Led NFT minting project, resulting in 131,690 artworks being minted.
- Increased online presence by 25% through effective growth and development strategies.
- Managed social media platforms, achieving a 20% boost in community engagement and fanbase growth.

Ambassadors Solutions, Growth Manager

May 2022 - Oct 2023]

- Secured new business opportunities, contributing to a 30% increase in market share within the crypto and blockchain sector.
- Designed innovative growth strategies that increase company revenue by 20%

SOFT SKILLS

Strategic Leadership, High-Level Partnership Development, Executive Community Engagement, Business Development, Growth Hacking, Global Operations Management, C-Level Negotiation, Cross-Functional Team Leadership, Enterprise-Level Event Strategizing, Strategic Partnerships, Social Media Strategy, Content Creation

TECHNICAL SKILLS

Python, JavaScript, HTML, CSS, AWS, Azure, GCP, Vercel, Git, HuggingFace, Llama Index, AI Tools, Google Analytics, Hootsuite, Microsoft Excel, Word & PowerPoint, QuickBooks, Power BI, Financial Analysis, Cursor AI, Windsurf AI, Claude Sonnet, OpenAI o1 Model