

BUILDING FOR THE AGENTIC WEB



FAROOQ CHISTY

GROWTH MARKETER | AI GENERALIST | KEYNOTE SPEAKER

Personal Profile

AI-first growth operator with 10+ years building, growing and helping scale businesses. Generated \$80M+ in revenue across 5 ventures. Drove 2 Million+ users across 4 apps. TEDx speaker, 30+ Keynotes. Full-stack growth marketer delivering results by blending AI automation, systems thinking, and strategy.

Work History



Head of Growth | Jan 2024 – Present

- 180K+ installs across iOS, Android, and Web — 60% organic, 40% Performance
- Built 10K+ GPTs to power programmatic SEO & traffic
- Automated cold P2P onboarding via invite-code workflows (n8n)
- Drove product planning, sprint execution, feature launches
- Scaled community to 80K+ in 6 months
- Closed 120+ co-marketing partnerships
- Hosted 40+ Twitter Spaces & 25+ IRL events



MARTIAN WALLET

Head of Marketing | Jan 2023 – Dec 2023

- Revenue scaled from \$5M → \$20M in 18 months
- Built SEO/SEM engines and CRO funnels
- Managed 20-member marketing team
- Led influencer, content, paid and organic marketing
- Built dashboards for analytics and growth tracking



SOLGAMES.FUN (WEB3)

WON SOLANA INDIA HACKATHON UNDER NFT P2E CATEGORY | 2021

Co-Founder & Head of Growth | May 2022-Nov 2022

- Winner: Solana Hackathon (NFT/P2E)
- Grew socials from 0 → 6K organically
- 2K+ token opt-ins, 500+ newsletter signups
- Owned all key channels: SEO, Email, Discord, Twitter
- Led branding, positioning, messaging & influencer strategy

Contact Details

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Key Highlights

- \$80M+ revenue generated across 5 startups
- 180K+ organic app installs (Zo Labs)
- 80K+ community scaled in <6 months
- Hosted 40+ Twitter Spaces & 25+ IRL events
- Managed \$2M+ in paid ad budgets
- Reduced CAC by 60%, impacting \$5M in revenue
- Ranked 4 websites in top 5 Google positions
- Programmatically created 10K AI app pages → 1100% traffic lift
- Scaled fintech app to 100K installs via referrals in 6 months
- Won[honorary mention] Solana Hackathon (NFT/P2E)
- Built 3 SaaS product solo in <40 hours using Replit & AI

CORE SKILLS

AI-Led Automation · Growth Strategy · Product Marketing · Paid Acquisition · Community Building · Product Management · GTM Strategy · Program Management · SEO · Performance Marketing · Partnership Development · No-Code/Low-Code · Web3 Marketing · Funnel Optimization

AI Tool Stack

- Automation & Agents: n8n · Make · Replit · Botpress · Lindy · Zapier
- Content & Video: ElevenLabs · Heygen · Synthesia · Descript · RunwayML · Pictory · Blotato
- SEO & Web: Webflow AI · SurferSEO · Durable · Jasper · Copy.ai · Notion AI
- Scraping & Outreach: BrowseAI · Salesflow · RapidAPI · Tidio
- Creative: Midjourney · Leonardo · DALL·E · Canva AI
- General: ChatGPT · Claude · Gemini · Mixo · Gamma



1 DOT MEDIA[WEB3 MARKETING AGENCY]

Senior Marketing Manager(Web3 & Web2) | June 2021 - April 2022

- Drove data-led acquisition across Paid Search, Social, Programmatic, Influencer, Affiliate, PR, and App.
- Built integrated marketing plans for short-, mid-, and long-term goals.
- Ran CRO and A/B tests on web, mobile, and paid funnels.
- Launched GTM campaigns with Product, optimizing the acquisition→activation→engagement flow.
- Partnered with UX, Design, and Creative to pinpoint pain points and craft testable messaging.
- Reported test roadmaps, results, and insights to stakeholders.



DIGIPE FINTECH

Head of Marketing | March 2019 - APRIL 2021

- Revenue scaled from \$5M → \$20M in 18 months
- Built SEO/SEM engines and CRO funnels
- Managed 20-member marketing team
- Led influencer, content, paid and organic marketing
- Built dashboards for analytics and growth tracking



MILLIONTH MILE MARKETING

Co-founder & Chief Growth Officer | Jan 2017-March 2019

- Full-stack growth: cold outreach → pitch → close
- Defined North Star metrics & growth loops
- Built marketing automation systems (no-code tools)
- Led delivery teams across design, content, performance



CAZPRO MERCHANDISE

Co-founder & CEO |Jan 2015- Jan 2017

- Founded & exited e-commerce brand at 18 (INR 5L)
- Reduced CAC through funnel & landing page optimization
- Ran ads, wrote copy, managed supply chain and logistics

STRATEGIC | ADVISORY | CONSULTANT - EXPERIENCE

SOCIOUS	SMARTSERV	MIDAS	SOCIOUS	TRIGAN DAO	INVENTRAX
GTM Strategist	Growth Consultant	GTM Strategist	Blockchain Marketer	Advisory Board Member	Marketing Consultant

Education History

INTERNET

Everything that makes me employable

LOVELY PROFESSIONAL UNIVERSITY

Bachelor's in Mechanical Engineering | 2013-2017

Volunteering

HEAD OF PUBLIC RELATIONS

Division of Student Affairs, LPU

COMMUNITY ORGANIZER

Google startup weekend

PRESIDENT

AIESEC, Jalandhar Chapter

MEMBER

UN Youth Congress

Legacy tools experience

- Google analytics
- Google adwords
- Facebook ads & Business manager
- Firebase analytics(intermediary)
- Tableau(Intermediary)
- Apps flyer
- Webengage, convertkit, Hubspot, Mailchimp
- Affise
- SEMRush, ahrefs, Moz, Buzzsumo, tailwindtribe
- Figma
- Data studio
- Google Marketing Platform
- Spyfu, Similarweb, aweber
- Wordpress, clickfunnels, Unbounce, wix, woocommerce, shopify
- Trello, buffer, Slack
- Wati, Pabbly, Zapier
- Hotjar, typeform, webflow

Key Certifications



Pet Projects

- ★ Ran a Podcast on Metaverse marketing called "meta talk."
- ★ Sell digital products like ebooks, templates via shopify.
- ★ Co-created an online course on "coaching fundamentals" and generated more than \$100k in revenues in less than 2 years.

Languages

- English, Hindi, Urdu, Telugu

English Proficiency

- Spoken
- Written
- Vocabulary