CHARUBAK CHAKRABARTI

Web3 Marketing Lead

[LinkedIn](#) | [autonity.org](#) | [forecastathon.ai](#)

Email: charubak.chakrabarti@gmail.com
Mobile: +91-850399-2043

SUMMARY

Data-driven Web3 Marketing Leader with 5+ years in blockchain and 10+ years of overall marketing experience. Track record of scaling user acquisition and community growth across L1 infrastructure, perpetual DEXs, and prediction markets - 100K+ users, 30K+ community members, and measurable on-chain trading volume. Expert in growth marketing, KOL partnerships, funnel optimization, and narrative hijacking. Currently leading marketing at Autonity, where I built marketing analytics infrastructure and shipped forecastathon.ai end-to-end using AI tools.

Looking actively for marketing lead or senior marketing roles at high-growth blockchain companies.

KEY ACHIEVEMENTS

- Increased daily signups on the Forecastathon - a global prediction and trading competition 10x (from 10 to 100+) by optimizing the onboarding funnel with Web3Auth
- Onboarded 2,500+ quantitative traders and data scientists to the Forecastathon across 4 seasons
- Boosted team marketing productivity by building AI automations for competitor tracking, event monitoring, and content generation
- Created [Autonity communication guidelines](#) and brand voice documentation for consistent messaging across all channels
- Secured strategic partnership with CrunchDAO for building Bitcoin Volatility prediction models and deploying on the Forecastathon
- Generated 70,000+ signups for trading on RFX Exchange (zkSync perp DEX) closed alpha, converting 25% to real users
- Built a community of 18,000+ members at Relative Finance; drove 595,000+ quest completions via Zealy, Galxe
- Acquired 12,000+ gamers for Showdown organically with zero ad spend, mainly through partnerships

SKILLS SUMMARY

Marketing: Growth Marketing, Product Marketing, KOL & Influencer Marketing, Paid Ads (X/Reddit/LinkedIn), Email Marketing, Content Strategy, GTM Strategy, Funnel Optimization, Ecosystem Partnerships

Analytics & Marketing Tools: Grafana, Plausible, Timescale, Google Analytics, HeyReach, Blaze, Galxe, Zealy, ClickUp

AI Tools: Claude Code, ChatGPT, Cursor, Perplexity AI, Gemini Pro, ElevenLabs, Midjourney

Platforms: Discord, Telegram, Twitter/X, LinkedIn, Medium, Notion, Slack, GitHub

WORK EXPERIENCE

Marketing Lead   **January 2025 - Present**

Clearmatics, Autonity launch partner - L1 for Autonomous Futures and Prediction Markets

- Launched and executed Forecastathon, a prediction market and trading competition onboarding 2,500+ quantitative traders across 4 competitive seasons
- Increased daily signups 10x by implementing Web3Auth and redesigning the onboarding flow
- Built marketing data and analytics infrastructure on Grafana using Plausible and Timescale - enabled data-driven decisions on campaign performance, funnel drop-offs, and user acquisition costs.
- Owned social media strategy across X, Discord, and Telegram, including daily posts, threads, memes, and announcements
- Executed narrative hijacking strategies around macro events (elections, economic data releases, market volatility) to drive traffic, engagement, and signups
- Automated marketing workflows using AI - built bots for tracking ecosystem partner conference schedules, monitoring competitor announcements, surfacing real-time news for narrative hijacking, and auto-generating social content drafts

- Ran paid campaigns on X, Reddit, and LinkedIn Ads with A/B tested copies, achieving positive ROAS
- Ran targeted LinkedIn outreach using HeyReach to acquire quant talent from hedge funds, universities, and trading firms
- Built forecastathon.ai competition website end-to-end on GitHub using Claude Code - from design to deployment
- Built and managed quant and data science KOL network, handling sourcing, negotiations, briefs, and ROI tracking
- Launched and managed email marketing campaigns, including weekly quant newsletters, product updates
- Authored long-form technical and thought leadership content on Medium i.e. for eg: [The Forecastathon: Where Models Meet Markets](#) & [How I Built a Prediction Market on Autonity Using Claude Code](#)
- Secured strategic partnership with CrunchDAO for BTC volatility prediction models
- Recruited Robin Hanson (father of prediction markets) and Corey Hoffstein (quant finance expert) as advisors
- Represented Autonity at global conferences including Token2049, EthCC, Istanbul Blockchain Week, and Korea Blockchain Week
- Launched Ambassador Program with structured onboarding, activity tracking, and performance framework

Head of Marketing   **September 2023 - January 2025**
RFX Exchange - Perpetual DEX on zkSync
- Drove 70,000+ signups for closed alpha testnet, converting 25% to traders
- Built KOL program from zero - sourced 30+ influencers, negotiated deals, and managed end-to-end deliverables
- Closed strategic protocol integrations with Zyfi (gasless UX), Lido & Elixir (liquidity), and Across (bridging)
- Owned social media strategy: X posts/threads, blog posts, dev updates, and Discord announcements
- Created educational content library - FAQs, tutorials, explainer threads, and comic strips
- Positioned RFX as the leading perpetual DEX on ZKsync through narrative-driven GTM strategy

KOL and Marketing Manager   **September 2023 - January 2025**
Showdown Gaming - Web3 Esports Platform (Concurrent role, same team as RFX)
- Grew V2 platform to 12,000+ users globally through organic strategies - zero ad spend
- Targeted chess and CS2 gaming communities via Reddit, Discord, and Twitter for user acquisition
- Built partnerships with gaming influencers and streamers for tournament promotion
- Organized esports competitions including Gladiator Esports League and High IQ chess tournaments

Head of Growth   **August 2022 - August 2023**
Relative Finance - DeFi Wagering Platform
- Grew community to 18,000+ members; executed Zealy campaign driving 595K+ quest completions
- Launched P2P Wagering product on inEVM - owned GTM strategy and go-to-market execution
- Established partnerships with Timeswap Labs, InterportFi, and 10+ ecosystem projects
- Developed product narratives positioning Relative for hedging and speculation use cases

Marketing Project Manager   **January 2022 - July 2022**
Mozaic Finance - AI-powered DeFi Yield Aggregator
- Led marketing team of 4 - implemented ClickUp workflows and established content calendar
- Built VC outreach database of 1,000+ contacts to support Series A fundraising
- Conducted competitive analysis on Yearn, Beefy, and Autofarm for market positioning

Program Manager   **2016 - 2022**
Ed-Tech: Byju's, Toppr, Skillsoft, Vedantu, Infinity Learn
- Managed end-to-end content pipelines for animated educational videos, live classes, and syllabus development
- Coordinated cross-functional teams for product launches and feature rollouts

ARTICLES & WRITING

[The Forecastathon: Where Models Meet Markets](#)

[How I Built a Prediction Market on Autonity Using Claude Code](#)

[Why Does the Forecastathon Matter?](#)

EDUCATION

Amity University   Noida, India

Bachelor of Technology (B.Tech) in Electronics   2012 - 2016