

Chandra Mani Sharma



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PROFESSIONAL SUMMARY

Web3 Growth Marketing Manager with 5+ years of experience driving full-funnel growth across DeFi, real-world assets, token ecosystems, blockchain gaming, and AI-powered Web3 products. Expertise in go-to-market strategy, product positioning, user acquisition, community growth and retention, token launch and TGE marketing, staking communications, KOL campaigns, and ecosystem partnerships. Helped scale the G-Agents AI ecosystem to approximately 1.4 million users and grow its channels to 229,000 X followers, 401,000 Telegram members, and 45,000 Discord members. Also supported HorizonDEX's community growth to more than 100,000 members within one month. Experienced in marketing DeFi products across Base, Solana, and emerging blockchain ecosystems to liquidity providers, yield farmers, DEX traders, and on-chain users, supported by strong capabilities in campaign analytics, market research, product education, and investor communications.

WORK EXPERIENCE

MARKETING & COMMUNITY MANAGER

MetaMinds Group + VersAI (LUXURY AI & IMMERSIVE COMMERCE) | Dubai, UAE | Hybrid

| Jul 2025 – May 2026

MetaMinds Group develops projects across real-world assets, real estate, luxury products, immersive commerce, Web3, and digital ownership.

VersAI was its luxury AI and immersive-commerce initiative.

- Led marketing strategy, brand positioning and go-to-market planning for RWA, real estate, luxury-asset and immersive-commerce projects.
- Developed value propositions and campaign messaging for crypto-native, investor, institutional and luxury-market audiences.
- Produced investor decks, website copy, partnership collateral, brand narratives and launch materials for multiple portfolio initiatives.
- Built and coordinated a multi-region KOL and partner network involving agencies, freelancers and Web3 ecosystem contributors.
- Designed luxury-brand onboarding strategies covering fashion, watches, accessories, digital ownership and Web3-enabled commerce.

COMMUNITY GROWTH MANAGER

G-Agents AI (previously GAMETY) | MetaFighter | Remote

| May 2024 – Jun 2025

G-Agents AI was a Web3 gaming, AI-product, staking and token ecosystem that included the MetaFighter gaming community.

- Led acquisition, engagement, and retention strategy, helping scale the G-Agents AI ecosystem to approximately 1.4 million users in six months.
- Grew ecosystem channels to 229,000 followers on X, 401,000 Telegram members, and 45,000 Discord members within three months; helped MetaFighter surpass 240,000 community members.
- Acquired approximately 29,000 new members in one month through a Zealy sprint supported by AMAs, meme battles, competitions, community activations, and layered rewards.
- Led GTY token marketing and TGE communications, including staking promotion, token-utility education, incentive strategy, and partner activations during a bear market.
- Coordinated KOLs, moderators, content teams, and regional contributors across Telegram, Discord, X, and other Web3-native channels.

GROWTH MANAGER

MultiFarm

| Jan 2023 – Apr 2024

MultiFarm was a DeFi aggregation platform operating across the Base and Solana ecosystems, helping users discover opportunities related to liquidity provision, yield farming, token swaps, and on-chain returns.

- Owned the end-to-end growth cycle across product positioning, content strategy, community acquisition, incentive campaigns, ecosystem partnerships, engagement and retention.
- Supported growth initiatives for 5+ DeFi projects, including HorizonDEX on Linea, zkSwap on zkSync, Skydrome on Scroll and NovaDEX on Solana.
- Grew HorizonDEX's community to more than 100,000 members within one month through targeted acquisition campaigns, weekly AMAs, community activations and incentive programmes.
- Developed educational and acquisition campaigns covering yield farming, liquidity provision, liquid staking, token swaps and automated trading across DEX ecosystems.
- Collaborated with product, technical and community teams to strengthen product messaging, user education, go-to-market execution and DeFi user journeys.

HEAD OF NFT OPERATIONS

Crowd Fund Junction (DAO VC) & Mad for NFTs

| Jul 2021 – Dec 2022

Crowd Fund Junction was a crypto-focused DAO venture capital platform, while Mad For NFTs operated as its NFT publication and ecosystem initiative.

- Directed operational planning and contributed to the platform's investment model, governance structure, market positioning and go-to-market strategy.
- Conducted fundamental research and due diligence across early-stage NFT, DeFi, blockchain gaming, metaverse and broader Web3 opportunities.
- Evaluated founding teams, project roadmaps, tokenomics, NFT utility, competitive positioning, community strength, partnerships and long-term growth potential.
- Prepared structured project assessments to support portfolio evaluation, opportunity identification and investment-related decision-making.
- Built relationships with founders, investors, launchpads, CEXs, DEXs, creators, KOLs and blockchain communities while expanding the Mad For NFTs ecosystem.

CORE COMPETENCIES

Web3 Growth Marketing | DeFi & RWA Marketing | Go-to-Market Strategy | Product Positioning | Web3 User Acquisition | Community Growth & Retention | Token Launch & TGE Marketing | Staking & Liquidity Campaigns | KOL & Influencer Marketing | Ecosystem Partnerships | Content Strategy | Product Education | Investor Communications | Market Research & Due Diligence | Campaign Analytics | AI-Assisted Marketing Automation

TOOLS & PLATFORMS

- **Blockchain Analytics:** Dune Analytics | DeFiLlama | Token Terminal | Glassnode | Messari | Nansen | Etherscan | Solscan
- **Market Intelligence:** CoinGecko | CoinMarketCap | DefiLlama | Messari
- **AI & Automation:** ChatGPT | Claude | Gemini | Perplexity | OpenAI Codex | Prompt Engineering | AI-Agent Workflows
- **Community & Growth:** Zealy | Galxe | Telegram | Discord | X | Reddit | LinkedIn
- **Analytics & Reporting:** Google Analytics | Google Search Console | Looker Studio | Google Sheets | Meta Business Suite
- **Product & Prototyping:** GitHub | Vercel | Supabase | Figma | Canva | Notion

EDUCATION

- **Master of Business Administration (MBA)** | Amity University, Noida | Aug 2018–Jun 2020
- **Bachelor of Business Administration (BBA)** | Guru Gobind Singh Indraprastha University, Delhi | 2015-2018
- **Intermediate in Science (ISC)** | Ramroop Goswami College, Bettiah | 2013–2015

HOBBIES

Badminton | Football | AI-Assisted Product Prototyping | Emerging Technologies | Hindi Poetry