

Big Gids

Growth & Marketing — Web3 | Creator Programs · Organic Growth · Launch Campaigns

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SUMMARY

Growth operator with 4+ years scaling venture-backed Web3 products (a16z, Sequoia portfolios). Grew a platform to 100,000+ users with zero paid spend, built a 400K+ audience on X, and ran creator groups, referral programs, launch countdowns, 100+ live shows, and IRL activations. I build organic distribution engines: creators, content, and community feeding acquisition.

EXPERIENCE

Glider (a16z-backed) — Growth & Community Lead | Sep 2025 – July 2026

- Owned the pre-launch countdown campaign end-to-end, concept, content, creators, and execution, building the community to 40,000+ members, with referrals as the primary acquisition engine.
- Coordinated a group of TikTok and Instagram creators producing launch and product content, briefs, coordination, and output quality.
- Set up a podcast circuit for the founder, sourcing shows, booking appearances, and shaping talking points to drive top-of-funnel awareness.
- Ran a rewards program, designing incentives that converted engagement into on-chain activity.
- Built the customer support stack from scratch on Crisp, including AI agent configuration, cutting response times and freeing the team for growth work.
- Executed IRL in Nigeria and supported BD on a Plume chain integration and a local fiat off-ramp partnership.

EthSign / Sign (Sequoia-backed) — Ecosystem Lead | Sep 2024 – Jul 2025

- Grew the platform to 100,000+ users fully organically, zero paid marketing, through an X-native growth engine of daily content, creators, and live events.
- Built a 400K+ follower audience on X with the team, directing an internal engagement account that set the tone and energy the wider community followed.
- Managed a group of creators producing daily content that converted and onboarded users to the product.
- Hosted 100+ X Spaces; founded SignAcademy, a weekly live education series averaging 600 live listeners.
- Ran 5 IRL events and maintained round-the-clock community engagement to build retention through belonging, not incentives.
- Led SignLab, a team of developers and designers that shipped 10+ games and mini-projects as community growth surfaces.

Collective Memory — Growth & Marketing | Feb 2025 – Sep 2025

- Drove user acquisition with the marketing team across Telegram, X, and Reddit, campaigns, polls, prompts, and X Spaces.
- Handled customer support, onboarding new users and resolving issues inside the app and community.
- Monitored and coordinated a group of creators on YouTube and X producing content around the platform.
- Produced Medium articles and educational content that onboarded users to staking, uploads, and the \$pATTN reward model.
- Translated technical updates into user-facing narratives that drove feature adoption.

Dex Standard — Social Media & Growth Manager | Sep 2024 – Feb 2025

- Scaled social accounts to 500K impressions and built a 5,000-member organic community in 3 months.
- Hosted weekly X Spaces to drive engagement and grew a managed account to 1,000 followers in 3 months.
- Created premium daily content and ran lead generation for campaigns, driving \$50K+ in revenue.

- Scaled both company profiles and the founder's personal account; managed the project's Telegram channels end-to-end.

Ethernity — Community Growth Contributor | Jun 2024 – Dec 2024

- Scaled the Discord to 70,000 members in 3 months through engagement strategy, games, and 24/7 coverage across Discord and Telegram.
- Reported wallet bugs and relayed user feedback to the team, directly improving product UX.

HoistFlick — Growth & Events | Feb 2022 – Apr 2024

- Onboarded 10K users through campaigns and activations and generated \$15K+ in revenue.
- Organized university hackathons and campus events, and tutored students on Web3 fundamentals to drive grassroots adoption.
- Hosted and MC'd events with 1,000+ attendees; delivered conference talks that built the project's reputation.

CORE SKILLS

Creator & KOL program management (TikTok, Instagram, X) · Organic growth (X-native) · Launch & countdown campaigns · Referral growth loops · Live audio (X Spaces, podcasts) · Content strategy · Telegram & Discord operations · IRL events & activations · Support infrastructure (AI agents)