

JIMMY HUMANIA

Product Marketer | Crypto / Web3 | AI · Tech

Remote, Global | Barcelona, Spain

Available now | full-time Product Marketing

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SUMMARY

Product Marketer for crypto and Web3. I own positioning and messaging, then run a measured acquisition and retention loop: launches, paid and organic, lead gen, and funnel proof against named outcomes. I use AI daily to move faster, and I stay close to the live product when claims need evidence. Also open to Growth, BD, or Forward Deployed. Remote, Global / Barcelona; open for full-time. Reach: 175M+ downloads (Chingari); 1.4M+ leads (Moralis); about 2.65M+ people into crypto. Revenue Estimate about \$22-41M+ (Chingari ~\$10M FY 2022-23 + Moralis Academy ~\$12-31M). Upwork about \$49K+. Cashio \$18.3M+ recovered. Tenure: 15+ years professional (from Jun 2009); about 8 years marketing (from Jun 2018); about 6.5 years crypto marketing / crypto product roles (from Mar 2020); personal crypto since 2017. Languages: English, Spanish, Hindi, and Bengali.

SKILLS

PMM / GTM: product marketing, positioning, messaging, competitive framing, launches, go-to-market, ICP, acquisition and retention loops, funnel, pipeline, sales enablement. **Growth / BD:** growth, business development, partnerships, KOLs, affiliates, partner intros, brand. **Performance / lifecycle:** digital marketing, performance marketing, Google Ads, Meta Ads, Brave, X Ads, TikTok, Apple Search Ads, crypto DSPs, lead generation, acquisition, retention, A/B testing, campaign tracking. **Forward Deployed:** live product into enablement, decks, demos, events, webinars. **AEO / GEO / SEO:** answer engine optimization, generative engine optimization, SEO, digital marketing, Ahrefs, Semrush, content. **TradFi / crypto:** traditional finance, crypto, Web3, rails, stables, incentives, onchain. **Martech:** HubSpot, Marketo, Customer.io, Salesforce, Highspot, Gong, FormAssembly, Google Marketing Platform. **Analytics / research:** GA4, Looker Studio, Mixpanel, Dune, attribution, Ahrefs, Semrush. **Creative:** Figma, Canva. **AI / Agentic workflows:** AI coordination, agent systems, research sync, Cursor, Grok bots, Instinct, Gemini, Claude. **Build / languages:** Python, JavaScript, Rust, Vercel, Cloudflare. **Compliance:** GDPR, CCPA, ISO, MICA, FCA, SEC, CFTC.

EXPERIENCE

Founding Growth Lead, Kordn

Oct 2026 to Present | Remote, Global / Barcelona, Spain | Part-time

- Part-time founding growth for [Kordn](#). I own launch marketing for [Biz Agent Registry](#): story, creators, distribution, and the path from claimed agents to active businesses. Open to a separate full-time PMM, Growth, BD, or Forward Deployed role.

Founder, answerFORGE

Apr 2026 to Present | Remote, Global / Barcelona, Spain | Self-employed (side project; concurrent with Kordn)

- Side project: AEO/GEO AI-visibility product I built and operate for crypto and tech. Live audits from real URLs. [500+ audits](#) to date. [Organic traffic about 2x after launch](#). Stack: Cursor, Vercel, Cloudflare, Python. Concurrent with Kordn.

Affiliate Partner, KAST

Jan 2026 to Jul 2026 | Remote, Global / Barcelona, Spain | Freelance (commission; not an employee)

- Commission affiliate at [KAST](#) (not an employee). Seven qualified partner intros in three months, including Circle VP for EURC, CoinGape, [EBC](#), and Coinchange. Supported with [X articles](#) and a [KAST Earn review](#).

Ecosystem Contributor, Solana (L1)

May 2022 to Jul 2026 | Remote, Global / Barcelona, Spain | Freelance (not Solana Foundation or Labs staff; concurrent)

- Active Solana ecosystem marketer (contributor, not Foundation or Labs staff). Concurrent with FT and other roles. [Superteam Earn](#) / [Superteam Talent](#) and [La Familia](#) (Spain). 10+ pieces that carried [Breakpoint](#), [Mobile-Cycle](#), xNFTs, [BONK](#), and [Mad Lads / Backpack](#) through the bear. Superteam Spain events through 2026.

Sr. Brand Ambassador, Radix DLT (L1)

Feb 2024 to Aug 2024 | Remote, Global / Barcelona, Spain | Direct contract (tokens, not payroll; concurrent)

- L1 ecosystem marketer for Radix (direct contract, tokens — not payroll). Concurrent with FT and Solana work. Brand and community through the bear around [RadFi](#) (Radix DeFi vision) into Babylon. Co-hosted [RadixRadio](#). About 3x community engagement. Drove narrative around the [\\$10M ecosystem fund](#). Field work: [Madrid 2022](#) and [Andorra 2023](#). Published ecosystem how-tos (e.g. [XRD staking](#)).

Chief Marketing Officer, GARI Network (Chingari)

May 2022 to May 2023 | Remote, Global / Barcelona, Spain | Full-time

- Reported to CEO, COO, and CTO; coordinated cross-functionally. Owned positioning and full-funnel marketing (brand, content, events, BD, 6-7 figure paid on Google, Meta, Brave, X, crypto DSPs) with acquisition and engagement measured against named outcomes. Results: [~\\$10M FY 2022-23 \(~56% YoY\)](#); Top 10 App Store grossing social; 175M+ downloads; ~5M DAU / ~40M MAU; [2.5M+ onchain](#); GARI #2 Solana holders. [GTM for 7 product lines](#) through Aptos: Mining (~\$1M paid); Creator Cuts (100 vNFTs; 10% holder share; v2); Live streaming; 3 subscription tiers; [Web3 Stack + Wallet SDK](#); Pandas 3,333 Aptos NFTs; [Aptos multi-chain wallet](#).

DeFi Operations and Crisis Lead, Saber Labs (Cashio)

Mar 2022 to May 2022 | Remote, Global / Barcelona, Spain | Full-time

- Led user recovery after a [\\$52M+ exploit](#); [\\$18.3M+ recovered to 3,636 users](#) across Solana and Ethereum. Direct exploit path: Cashio, Arrow, and Saber (Certik / Halborn). CASH stablecoin in 30+ pools across 3+ AMMs (Saber, Sencha, Saros); 10+ Solana DeFi protocols held CASH exposure. Worked across product, engineering, and GTM.

Product Marketing Manager, Moralis

Mar 2020 to Feb 2022 | Remote, Global / Barcelona, Spain | Full-time

- Owned product marketing for the Moralis umbrella (Ivan on Tech Academy → Academy, Web3 Infra, alt research, trading). Positioning, messaging, and a demand engine from live product use into measurable acquisition. 1.4M+ leads, 145K+ users; Academy [45K+ learners](#) (Estimate about \$12-31M); Infra [0 to 100K+ tech accounts in 2021](#). Company [\\$53.4M raised \(\\$13.4M seed while I was there; \\$40M Series A in May 2022\)](#). Coordinated cross-functionally. Retention flywheel: learn → build → research/trade. [Token Explorer](#) and gated trading community [Bullmania](#) (education, research, trading) came after I left — that evolution validates the loop.

Digital Marketing Director (freelance), via Upwork

Jun 2018 to Feb 2020 | Remote, Global / Barcelona, Spain | Freelance

- Built and ran [Simplify Digital Growth](#) (3 people; agency \$9K+). Delivery across SEO, paid, and content. Personal [\\$40K+](#) · 23 jobs · 2.5K hours; combined ≈\$49K+ · 33 jobs. Coordinated cross-functionally.

ISIT Digital Security Intern, Nestlé

Jan 2018 to Jun 2018 | Barcelona, Spain | Internship

- 75+ Power BI dashboards; ISO 27001, [GDPR](#).

Product Development Manager Intern, Amadeus Hospitality (formerly TravelClick, acquired by Amadeus)

May 2016 to Dec 2017 | Barcelona, Spain | Internship

- Automated client onboarding for [Reservations and Guest Management](#) with [FormAssembly](#), Salesforce, web analytics, and CRM across 9 hospitality products. Scale: 13K+ client sites. Coordinated cross-functionally. TravelClick company revenue: [record \\$373M in 2017](#).

Business Development Manager, Airtel

Jun 2012 to Jan 2015 | Bengaluru, India | Full-time

- 7-person team, [3G to 4G](#), 200+ contracts, 10%+ conversion.

Sales and KYC, Firstsource

Jun 2009 to May 2012 | Bengaluru, India | Full-time

- Sales, outreach, credit check, and KYC for Bank of America and Canada.

CRYPTO / WEB3 FLUENCY

L1 / L2: Bitcoin, Ethereum, BNB, [Solana](#), Robinhood, Tron, Base, Sui, Aptos, Monad, Radix, Somnia. **AI:** Cursor, Grok bots, Instinct, Gemini, Claude. **Apps / Communities:** Active in Solana and crypto Telegram / Discord communities. Perps (Hyperliquid, Phoenix), DEX, CEX, DeFi, RWA, Prediction Markets, Tokenization, stables, [Mad Lads](#), PumpFun, FOMO, StonkFun. **Events:** [EBC 2022/23/26](#); ETHSpain 2026; Radix Madrid 2022, [Andorra 2023](#); [Breakpoint 2022/25](#); [La Familia, Spain \(Superteam\)](#). **Publish:** [X Articles](#) (Seeker, Breakpoint, Solana, KAST); [YouTube playlists](#); [Medium](#) (Cashio notes, KAST). **Tenure / personal trading fluency (not marketing KPIs):** Crypto since 2017 (Coinbase 2017-08-31). Tour de SOL Solflare staking by 2020-09-03. Scanned onchain Solana since 2021-01-02 — 63 wallets, ~12,596 txs. DEX ~\$14.3M; with Adrena est. ~\$16.8M. Hyperliquid ~\$60.4M fill notional (Axiom). **Frameworks / Regulations:** SEC, CFTC, Federal Reserve, FCA, MiCA, FATF, VARA, FSB, GDPR, CCPA, ISO 27001.

EDUCATION

MBA, Banking, Corporate Finance and Securities Law, [EU Business School](#), Barcelona, Spain, 2015 to 2017

BBA, Accounting and Finance, [Jain University - Center for Management Studies](#), Bengaluru, India, 2010 to 2013