JAY MEHTA

Senior Marketing Leader

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PROFILE

Strategic, crypto-native marketing leader with 15+ years of experience driving growth across FinTech, iGaming, and Web3. Skilled in crafting compelling brand narratives, building high-engagement communities, and launching campaigns that convert. Proven track record of scaling products from zero to traction and commercial adoption in fast-paced, high-stakes environments.

EMPLOYMENT HISTORY

♣ Marketing Lead, Advisor, XO Market
Apr 2025 — Present

Next-gen prediction market (0 to 1)

- **Early performance (90 days):**
    - **6,000+ high-intent users**
    - **100x engagement**
    - **30x impressions**
    - **16x follower growth**
    - **$0.29 CAC (Lead capture)**
- Spearheaded marketing strategy and execution for XO Market's public launch, owning narrative development, positioning, and multi-channel go-to-market planning.
- Built and scaled XO's brand narrative from zero, translating complex concepts like conviction markets into clear, high-signal storytelling.
- Drove user acquisition and engagement through social media and community campaigns, growing to 2.5k+ invite-only testnet users in the first 2 weeks.
- Designed and shipped weekly alpha sprints, public milestones, and ecosystem campaigns that blended meme culture with product education.
- Co-led community activation with code drops, early access invites, and reward mechanics tied to performance, creating sustained user interest.
- Forged high-impact partnerships across NFT communities & crypto-native infra partners, coordinating co-marketing and ecosystem alignment.
- Collaborated closely with product and design teams to shape onboarding UX, narrative-led dashboards, and Web3-native product language.

♣ Marketing Lead, Advisor, Kaon
Sep 2024 — Jan 2025

British Virgin Islands (Remote)

Programmable Layer 1 infrastructure protocol [BTCFi]

- Lead marketing strategy for Kaon's rebrand and product positioning, aligning messaging with evolving market trends and user expectations.
- Oversee end-to-end campaign development - from narrative crafting and community education to co-marketing with KOLs and partners - ensuring consistent brand presence across all channels.
- Manage social media, content, and ecosystem communications to drive awareness, interest, and adoption of the Kaon platform.
- Support user acquisition and education through targeted platform guides, explainer content, and growth-focused messaging aligned with technical milestones.
- Drive collaborative initiatives with early-stage ecosystem projects, integrating marketing strategy with partner roadmaps to amplify visibility and traction.
- Advise on brand identity, platform UX, and go-to-market planning to improve user journey and onboarding experiences.
- First Testnet Launch: https://x.com/kaonlabs/status/1867230765664059507

♣ Marketing Manager, Babylon Labs
Jan 2024 — Sep 2024

California (Remote)

Self-custodial Bitcoin Staking [BTCFi]

- Oversaw digital marketing strategy and execution leading up to Babylon Bitcoin staking mainnet.
- Successfully managed multiple projects and product launches, including two testnets.
- Coordinating campaign management with LST/LRT/FPs (node operators) partners, including creation and execution.

- Responsible for strategy, pipeline, content, and execution for the @babylonlabs_io account on X.
- Managed all digital initiatives for Bitcoin Renaissance events in Denver and Korea.
- Owning the Bitcoin Renaissance X-Spaces project, identifying key speakers that align with the overall Babylon business & brand strategy. Coordinating and execution.
- Leading product design efforts from a marketing standpoint, overseeing the creation of landing pages and the UX/UI track for both testnet and mainnet dashboard product designs.
- Twitter Follower Count: 100k to 500k+
- Mainnet Phase 1: https://x.com/babylonlabs_io/status/1826584639147848087
- Testnet-3: https://x.com/babylonlabs_io/status/1762824546854510914
- Testnet-4 Cap 1: https://x.com/babylonlabs_io/status/1795691923673411639
- Testnet-4 Cap 2: https://x.com/babylonlabs_io/status/1798301525036675086
- Testnet-4 Cap 3: https://x.com/babylonlabs_io/status/1803350183712788874
- $70M Fund-raise: https://x.com/babylonlabs_io/status/1796171723471258091
- Bitcoin Renaissance Podcast Ep. 1: https://x.com/babylonlabs_io/status/1823315519417508314

♣ Senior Creative Lead, Bitcoin.com ··· Apr 2019 — Dec 2023
Tokyo (Remote)

- Senior Creative Lead performing cross-functional duties for a core product with revenue of over $100m per year.
- Extensive experience in identifying user behavior, creating and executing acquisition and retention campaigns.
- Crafted effective go-to-market strategies for customer acquisition and retention campaigns.
- Led 60+ global marketing campaigns and collaborated in 100+ targeted campaigns
- Conducted market research, competitor analysis, and consumer evaluation that resulted in up to 200%+ growth in monthly revenue and a 65%+ increase in product engagement.
- Executed a successful marketing campaign that increased conversion rates by up to 100% in 14 months.
- Identified pain points in the activation funnel by conducting a user-centric survey. Synthesized feedback into actionable changes. Executed changes on content, design, and campaign level that resulted in over 35% MoM increase in participation and over 50% MoM increase in user monetization.
- Documenting business requirements, reporting campaign performance, identifying KPIs, and collaborating on wide-scale marketing initiatives such as loyalty programs.

Headed Content Creation and Strategy

- Writing clear, concise, and engaging copy for various mediums, including websites, social media, and email marketing.
- Developing content strategies that align with business objectives and target audience needs.
- Managing all content calendars and ensuring content is delivered on time and in line with brand guidelines.
- Oversaw content creation for multiple SEO pages geared towards cross-selling and first page top 3-page ranking by industry-specific keyword research and execution.

Developed and Implemented Branding Strategies

- Defined and executed long-term brand strategy aligned with 2-, 5-, and 10-year vision and values.
- Leveraged consumer insights and behavioral data identify growth opportunities and guide brand positioning.
- Developed and maintained a cohesive messaging framework across content, social media, email, and SEO.
- Created compelling narratives and communication strategies for loyalty programs and product campaigns.
- Collaborated cross-functionally with product, marketing, and design teams to ensure brand consistency.
- Set quality benchmarks and provided daily oversight to maintain unified brand identity across channels.
- Championed innovative branding approaches to support product development, marketing, and growth initiatives.

Led a team of designers to cater to all marketing and product requirements

- Mentored and managed a team of designers, shaping both product and marketing design into benchmarks of desired brand value.
- Shipped 2 full-fledged websites
- Spearheaded design efforts for both marketing and product development, collaborating closely with product managers to ensure all products were market-ready and designed to align with the company's brand values.
- Directed design solutions for promotional campaigns, ensuring all designs were on-brand and effectively targeted to the desired audience.

Managed all social media accounts, and created and executed multiple social media campaigns with successful results

- Created and implemented social media strategies to increase brand awareness and engagement across all major platforms, including Facebook, Twitter, Reddit, BitcoinTalk and Instagram
- Developed and managed a content calendar that aligned with the brand's overall marketing goals and objectives.
- Successfully executed targeted social media campaigns that effectively positioned the brand, resulting in increased brand awareness and customer engagement.
- Monitored and analyzed social media metrics and insights to measure the success of campaigns and adjust strategies accordingly.

- Stayed up-to-date with industry trends and best practices to continually improve the brand's social media presence and engagement.

CRM Manager, overseeing customer relations, analyzing data, and developing targeted campaigns to increase retention and drive revenue growth.

- Identified target groups, segmented them based on behavior and preferences, and created email-exclusive offers aimed at reactivating users. Achieved up to 66.7% click-through rate (CTR) for targeted campaigns, and up to 28% CTR for broader campaigns targeting a wider user base.
- Developed and executed targeted and cross-selling email campaigns aimed at reactivating specific user segments, resulting in up to 66.7% CTR for the targeted groups and up to 10% CTR for global campaigns.
- Managed send-outs of 10,000 to 100,000 per campaign.
- Single-handedly ran CRM campaigns for both products using Optimove, Customer.io, SendGrid and OneSignal.
- Investigated wallet addresses using blockchain analysis tools and identified a complex fraud ring that resulted in avoiding losses of over $100k.
- Carried out VIP-centric activities and aided VIP account managers in executing VIP campaigns

❖ **Content & Community Manager** .... Jun 2017 — Nov 2019

Helped 3 crypto startups go from 0 to 1, designing go-to-market strategies, building communities, and throttling user engagement with creative campaigns.

EDUCATION

❖ **Indian Institute of Management** .... Oct 2025 — Sep 2026

Executive Degree in Branding & Advertising (Accepted)

❖ **Asian Institute of Gaming & Animation; University of Wolverhampton;** .... 2010 — 2012

Professional Diploma in Game Art & Technicalities

❖ **Maya Academy of Advanced Cinematics; Cambridge University** .... 2008 — 2010

Advanced Diploma in Animation and Visual Effects

SKILLS

Product Marketing ....

Brand Strategy ....

Web3 Community Building ....

Social Media Management ....

Growth Campaigns ....

Ecosystem Partnerships ....

GTM Strategy & Execution ....

Narrative Design ....

Token Launch Strategy ....

Ecosystem Mapping & Analysis ....

Partner Co-Marketing & Collabs ....

Testnet Incentive Campaigns ....

HOBBIES

Shitposting, Larping, Trading, Traveling, Photography, Video Games, Culture

TOOLS

❖ ....

Web3 & Community: Zealy, Galxe, Telegram, Gleam, Twitter
CRM & Marketing Ops: HubSpot, Optimove, Customer.io, NetRefer, ClickUp
Analytics & BI: Google Analytics, Tableau, Mention, Twitter Analytics
Project & Workflow: Airtable, Notion, Jira, Confluence, Google Workspace, MS Office
Web & Content: WordPress, Unbounce, LinkedIn Ads, Medium, Substack, Mirror

AI & Automation: n8n, Zapier, ChatGPT, Claude, Perplexity