

Sam R

Product & Partner Marketing Manager

[Email](#) • [LinkedIn](#) • [Website](#) • [X \(fka twitter\)](#) • [Telegram](#) • India • *Open to remote*

Summary

Product & partner marketing manager with nearly 4 years of experience across go-to-market strategy, campaign management and execution, partnership marketing, social media management, and content in the financial services sector and digital asset space or Web3.

Experience

Wormhole Foundation

Remote

Ecosystem Marketing Associate (*Prev: Community Manager → Sr. Community Manager*)

07/2024 - 03/2026

- Managed strategic partner marketing and operations alongside Marketing lead across all Wormhole socials
- Executed co-marketing partnerships with Mayan, Mento, Perena, Bonk, and MegaETH owning go-to-market strategy, positioning, and all social deliverables. Led to **\$1.5M+** in crosschain volume for Mento-based stablecoins in the first week
- Drove **866,000+** views in under 3 months with **1.7%** engagement rate through product positioning, marketing campaigns and content pipelines
- Designed branding & marketing framework for 2026, establishing positioning, messaging standards, and partner communication guidelines; implemented across all content, creative, and social strategy
- Scaled Discord, Telegram, and X communities; maintained **350 - 400** new members weekly, **20%+** weekly user retention, and **12–13%** weekly active communicators
- Acted as liaison between community and development teams during key product launches
- Created standardized playbooks and databases for community communication, moderation, and fellowship operations

Alvara Protocol

Remote

Social Media Manager [Part-time] (*Prev: Social Media Intern*)

01/2025 - 02/2026

- Led go-to-market and content strategy as sole marketer under CMO; owned social presence, creative production, and GTM execution for all major product launches
- Drove **185,000+** monthly views with a **3.7%** engagement rate across main social channel; owned positioning, messaging and campaign execution
- Executed go-to-market strategy for major product launches; drove **\$1M+** in token transaction volume, **100+** new creators & **\$100K+** in Total Value Locked *or* TVL during V1 launch

GooseFX

Remote

Marketing Manager

07/2022 - 07/2024

- Led full marketing function as part of 2-person team for a fintech platform owning GTM strategy, product launches, partnerships, and content production across all channels
- Drove **3M+** total impressions (**120K-150K** monthly average) and scaled SEO performance to **500+** indexed keywords with 5 in top 3, 20 in top 10, and 50 in top 20 on Google
- Built community infrastructure across Discord and Telegram and led bi-weekly town halls to gather product feedback & drive engagement
- Grew product signups by **150%** through gamified trading competitions and strategic partnership across Solana ecosystem

Side Projects

Miscellaneous

01/2026 - Present

- Built [Keystroke](#), a portfolio management app that allows users to invest in self-custodial funds on Solana from any chain
- Created a [Jupiter chrome extension](#) to find the best swaps for an underlying RWA across all issuers
- Created a custom [Wormhole dashboard](#) to find asset-specific onchain data for marketing insights

CATO

Remote

Co-Founder

05/2021 - 07/2022

- Launched consumer crypto token on Solana; won the Rising Stars award at the 2021 Solana India Hackathon
- Grew from **0** to **35,000+** followers on Twitter and **10,000+** on Telegram through organic content and engagement strategy
- Led brand, content, and community strategy; oversaw all social channels; achieved a peak market cap of **\$10M+**

Skills

Go-to-market strategy • Product positioning • Partnership marketing • Content strategy • Social media management • Community management

Software

Adobe Suite • Figma • Google Analytics • Dune Analytics • HubSpot • Notion • Claude • MidJourney • Veo • Typefully • Discord