

Parnika Singh

AI-native Content & Brand Strategist

8+ years taking startup brands from 0 to 1 · Crypto · Prediction markets · DePIN · Consumer Brands

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SUMMARY

Brand and content strategist who takes early-stage brands from 0 to 1. I was the first marketing hire at Huddle01 (grew community to 300K+), co-founded DEN (2,000 beta users, 30+ streamers), and joined DG3 before launch (900+ signups, ~\$3M in volume). I set the voice and design, run the content, and build the AI tooling behind it. I enjoy making technical ideas feel human, credible, and culturally relevant so they earn attention and drive business growth.

EXPERIENCE

Content Lead | DG3 (Barter Tech) May 2026 – Present

Sports prediction-market trading terminal built on Polymarket infrastructure. Joined pre-launch; owned content and growth through two launches and a World Cup campaign, reporting directly to the CEO.

300+ signups directly via organic content · **~\$3M** platform volume · **0.63 to 1.21%** engagement rate · **1M+** video views

- Owned **content-led growth** end to end: brand voice, social, SEO, email, and creator programs.
- Drove **300+ content-attributed signups** onto the platform, which cleared **~\$3M** in trading volume.
- Doubled engagement rate (**0.63% to 1.21%**) and reached **1M+ video views** while moving the channel from borrowed viral reach to product-led content.
- Built and ran the **Influencer program**: sourced, vetted, and managed a 20+ creator roster against a strict audience ICP, negotiated contracts, set the brief system, and made the budget calls.
- Shipped **nine AI content tools** on Claude Code, each wired to live data. They include a match-reel pipeline that turned one prompt into a finished World Cup market analysis reel, a hyperrealistic AI presenter that replaced demo shoots, and live-data formats (Sharp Signals, Market Analysis, Trader Case Studies) with prices verified against Polymarket's Gamma and CLOB APIs.
- **Set the governance** these tools run on: ICP, brand principles, content pillars, and a multi-agent content team spec. Nothing generates until it matches the brand-voice doc.
- Shipped the **launch site and WordPress blog**, built so search engines and AI answer engines can read them.
- **Built the organic search channel** from near-zero to ~225 monthly clicks.

Co-founder & GTM | DEN Aug 2025 – Jan 2026

Onchain livestreaming app where fans back creators, built on Base.

- Led social and go-to-market for launches including in-stream prediction markets; designed brand identity and positioning; drove early traction to **2,000 users and 30+ streamers** through campaigns and partnerships
- Selected for **Base Batches 002**, pitched at **Devconnect BA 2025**, and won an **official grant from Base**.

Brand Strategy & Content Lead | Huddle01 Feb 2023 – Jul 2025

First marketing hire. Led and scaled the rebrand from "Zoom for web3" to a decentralized cloud network for real-time connectivity.

4K to 175K X followers · **2K to 200K** Discord · **0 to 90K+** Telegram · **400K+** community

- Defined brand positioning, tone of voice, visual aesthetic and community culture as the first marketing leader; scaled social from **4K to 175K on X, 2K to 200K on Discord, and 0 to 90K+ on Telegram**.
- Ran GTM for flagship campaigns: **Testnet** (2.95M transactions, 174K+ users), **Node Sales** (\$1M+ revenue, 2,600+ nodes), Meet App (600M+ minutes) and FarHouse.
- Led marketing for **FILBangalore**, a yearly Filecoin x Huddle01 conference (1,300+ attendees/edition, 40+ partners, 1M+ social impressions), across three editions.
- Drove co-marketing and PR with Arbitrum, Celestia, Aethir and Caldera; secured coverage across CoinDesk, The Defiant and Decrypt; enabled 200+ creators with guides, assets and workshops.

Senior Copywriter | Blink Digital Feb – Dec 2022

- Conceptualized omnichannel campaigns, ads and social content for Hindustan Unilever, Audible, Kindle and Prime Video.

Copywriter | Brandmovers Feb 2020 – Jan 2022

- Wrote social content, emailers and TVC scripts for brands including Domino's, G-Shock, Westside and United Colors of Benetton.

Content Writer | Synclarity *Nov 2018 – Jan 2020*

- Website copy, blogs and email for B2B and technology clients.

Marketing Communications Lead | Metamorphosis *May 2018 – Oct 2018*

- LinkedIn content, course material, in-school activations and marketing for an education startup teaching entrepreneurship to school students.

SKILLS

Content & brand: Content strategy · Brand voice & governance · Messaging & Positioning · Editorial · Copywriting · Creative direction · Event design & marketing

Growth & ops: GTM · SEO (technical & content) · Lifecycle & email · Community building · Creator/Influencer programs · Analytics & Report

AI & technical: Claude Code · MCP servers · ElevenLabs · HeyGen · Higgsfield · Prompt/skill authoring · WordPress

Tools: Notion · Figma · Canva · Midjourney · Google Analytics · Search Console · Preset

EDUCATION & CERTIFICATIONS

- **National Institute of Fashion Technology**, B.Tech, Fashion Technology, 2018
- Safary Club Cohort 1 graduate · SheFi S14 Member