

Ruhi Salhotra

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Marketing, Content & Strategy Lead with a track record in helping early-stage teams grow from 0 to 1 through brand, content, ops, and community-focused execution.

Brand Marketing Lead, UPLERS

Ahmedabad, Jan 2026 to present

Industry: Global Talent Marketplace / Staff Augmentation

Lead brand strategy, X (Twitter), paid campaigns, and founder-led content for a global talent marketplace.

- Revived a dormant brand X account, scaling quarterly impressions from 3,500 to 51,000, a [14x increase achieved 100% organically](#), with zero paid amplification.
- Launched and own a founder feature series profiling [20+ startup founders](#), contributing to a [10% increase in sales-qualified leads](#).
- Building Uplers' first [fully AI-generated video campaign](#): established the in-house creative pipeline, removing agency dependency on video production.
- Built Uplers' brand foundation from scratch: positioning, brand guidelines, and internal knowledge bases now used as the [reference standard across marketing, content, and sales teams](#).
- Lead paid acquisition and brand campaigns across [Google, Reddit, and LinkedIn Ads](#).
- Co-developed Uplers' [AEO/GEO strategy](#): shaped the approach, wrote citation-optimized content, and run week-on-week measurement of visibility in AI-generated search results.
- Ran competitive analysis across the staff-augmentation category (Toptal, Turing, Upwork, Clutch/G2 benchmarks) and translated findings into positioning inputs for an [AI-native website revamp](#).
- Convert sales discovery-call insights into recurring campaign angles and marketing intelligence briefs for the wider team.

Head of Content, DePINed

Remote (SEA), Jan 2025 to March 2026

Industry: DePIN (Pre-TGE)

Achievements: Achieved a 2x increase in engagement and built DePINed's content foundation from the ground up, driving early traction and brand positioning ahead of the TGE.

- Developed a full-scale content strategy (0 → 1) covering PR, Twitter, and blogs, ensuring a cohesive brand narrative aligned with Solana's ecosystem.
- Executed founder-led marketing, shaping thought leadership and refining product messaging to boost credibility among investors and early adopters.
- Led competitive analysis to position DePINed uniquely in the DePIN sector, identifying content gaps and leveraging insights to craft high-impact storytelling.
- Built structured workflows across teams, collaborating with the CEO, CMO, ChainGPT, and community managers to streamline execution and maximize efficiency.
- Amplified market visibility, securing early traction by aligning content strategies with audience behavior and Web3 trends, laying the groundwork for a strong launch.

Marketing Manager, LABYRINTH

Remote (Global), Sep 2024 to July 2025

Industry: Web3, zk, privacy, EVM solutions (Private testnet)

- Built the [0 → 1 marketing strategy](#) from scratch, working directly with the founder and product team to define positioning, messaging, and go-to-market approach.
- Secured key partnerships with Ethereum-aligned privacy projects, driving ecosystem adoption of Labyrinth's zk-framework.
- [Led Devcon 2024 presence](#), managing logistics, branding, pitch writing and networking; boosting community engagement.
- Scored [3+ high-profile speaking slots](#) for the founder [at ETH Denver](#) and industry events, increasing Labyrinth's visibility among 10K+ attendees.

- Drove a [50% increase in developer interest](#) through targeted content and ecosystem engagement, aligning with Ethereum's privacy-first ethos.
- Built a strategic outreach pipeline, [connecting with 20+ privacy advocates and zk researchers](#) as power users to position Labyrinth as critical Ethereum infrastructure.

Growth & GTM Project Lead, GLORROOTS

Remote, Nov 2023 to Aug 2024

Industry: B2B SaaS

Achievements: Led a team of 5 to execute rebranding, GTM strategies, and content operations, resulting in a 35% increase in inbound inquiries, 60% boost in production efficiency, and 6x site impression growth (36K to 216K) within six months.

- Managed cross-functional teams to execute GTM strategies, driving a 6x increase in site impressions and optimizing marketing efforts.
- Spearheaded a content operations framework, [improving production efficiency by 60%](#) through structured workflows and calendar implementation.
- Directed a website revamp project, [enhancing load speed by 40% and reducing bounce rates by 20%](#) to improve user experience.
- Led a data-driven outreach campaign, [increasing website traffic by 20% in one month](#) through targeted email funnels and audience segmentation.

Content Manager, THE DAPP LIST

Remote (Global), Nov 2022 to Sep 2023

Industry: Web3, Launchpad, Ecosystem Management

Achievements: Orchestrated content and marketing strategies, resulting in a 2X growth in one year, 60% surge in traffic, and a 3X increase in user engagement across the website and social media platforms.

- Led a cross-functional team to implement a comprehensive content strategy, tripling website visits and [boosting time spent on site by 2.5X](#).
- Directed the creation of interactive tutorials and educational materials, [reducing user drop-off rates by 75%](#) by improving user experience and onboarding.
- [Authored 10+ reports and blogs](#) on the Web3 ecosystem, enhancing brand visibility and positioning The Dapp List as an industry thought leader.
- [Hosted live webinars](#) with project founders like Entangle and DYOR Exchange, [attracting 200+ attendees per session](#) and driving engagement.
- Created and edited weekly newsletters, [increasing subscription rates by 40%](#) through compelling, targeted content.

Research Analyst, Wavteq (Acq by FT)

India (Global), Jul 2021 to Aug 2022

Industry: Consulting, FDI, Economic development, Policy & regulations

Achievements: Led market intelligence research that facilitated \$500M+ in global investments, drove 30% YoY client engagement growth, and contributed to a 25% increase in FDI for strategic economic sectors.

- Conducted [20+ market intelligence reports](#), guiding global investors and policymakers, resulting in [\\$500M+ in greenfield investments](#).
- Spearheaded economic policy recommendations, [improving the ease-of-doing-business index by 20%](#) in target regions.
- Provided trend analysis on emerging sectors like tech, renewable energy, and sustainable agriculture, [helping secure \\$300M in sustainable FDI](#).
- Advised the [Georgian government on EV sector](#) strategy, driving a [25% increase in FDI](#), creating [5,000+ jobs](#), and facilitating 15 key partnerships with 10 MNCs.
- Authored press releases, investment pitch decks, and policy reports, translating complex data into actionable insights for global stakeholders.

RECENT PROJECTS

- **Asva Capital, Marketing & Social Media Consultant** *(Aug 2024 to Nov 2025)*

- [Led Asva's rebrand](#): new narrative, naming, and positioning as a multi-chain venture-builder.
 - GTM for 3 portfolio projects:
 - Monad Decentralized Exchange: [+50% waitlist in 3 weeks](#) via content + paid test budget.
 - Sui-based AI Agent: [Investor deck + narrative](#) unlocked 2 fund calls.
 - Solana DePIN Startup: [Whitepaper + pitch](#) doubled waitlist MoM.
 - Fractional marketing lead: ran [90%+ sprint velocity](#) across product, design, and BD.
 - [Cross-functional glue](#): unblocked assets, tightened GTM loops, filled gaps fast.
 - **StaynEarn, Marketing Consultant** (*August 2024*)
 - Managed a [\\$25K budget](#) and shipped a comprehensive pre-TGE strategy product within a 4-week timeline.
 - By the first month, the [user base grew by 15%](#), contributing to the "rev" token nearing a [\\$2.4M market cap](#) and a \$66.7k TVL, setting a solid foundation for subsequent project phases.
 - **Founder Feature Series, Creator & Owner (Uplers)** (*2026 to present*)
 - Conceived, launched, and own a founder-led content series profiling [20+ startup founders](#) across the brand's owned channels.
 - Aligned each feature with sales discovery-call insights, contributing to a [10% increase in sales-qualified leads](#), establishing a durable, brand-owned content asset.
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RECENT WORKSHOPS

- Scholar at SheFi Cohort 13, *February 2025*
 - Product Marketing Cohort by Growth School, *July 2024*
 - Safary Marketing Cohort, *July 2025*
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EVENTS AND IRL ACTIVATIONS

- Hosted [5+ podcast sessions](#) with early-stage crypto founders, driving founder-first narratives and strengthening project visibility across DeFi and EVM ecosystems.
 - Curated and organized "[Breakfast with Builders](#)": a high-signal, invite-only gathering for 20 crypto founders (incl. ex-Polygon builders) during ETHIndia 2022, focused on fostering authentic, serendipitous collaborations.
 - [Led Devcon 2024 presence](#) for Labyrinth, managing logistics, branding, pitch writing and networking which boosted community engagement.
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VOLUNTEERING

- Volunteer Educator, Visamo Kids Foundation: taught underprivileged children across grades 1 to 11, adapting lessons across subjects and learning levels to build academic confidence.
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SKILLS & TECH COMPETENCIES

Marketing / Content: WordPress, Medium, Substack, Grammarly, Hemingway Editor, Canva, Figma, Typefully, Pitch

Project Management: JIRA, Notion, Monday, Trello, ClickUp, Salesforce

Analytics: Advanced Excel (PowerPivot), Tableau, Google Analytics, Pitchbook, CB Insights, BlockInsights, Nansen, Messari

Languages: English (bilingual), Hindi (bilingual native)

EDUCATION

GGSIPIU

B.Com Honors: Marketing, 2017 to 2020
Event Coordinator and Organization Head