ARNAV KASHYAP

Richmond, BC, Canada | Content Strategy & AI Video Production

778-680-5923 arnav23apr@gmail.com LinkedIn Portfolio

PROFESSIONAL SUMMARY

Content and growth marketer with 3+ years turning founder direction into shipped content, recurring series, and campaigns across Web3, fintech, and AI. Produced and published **thousands of AI-generated videos across projects**; generated **50M+ organic views across content and campaigns**. Combine community-first storytelling with hands-on video production, content calendars, creator distribution, and performance-led iteration. Currently lead marketing for HeyBrain in the ChainGPT ecosystem, building repeatable AI video workflows, motion films, creator ads, and content tools. Strong Solana experience through GoDark, Movement Market, and ecosystem campaigns.

MARKETING & CONTENT SKILLS

Strategy: Content strategy, recurring series, X / LinkedIn calendars, founder collaboration, launch messaging, brand voice
Creative: Scripting, solo filming and directing, editing, hooks, pacing, sound, AI creator ads, demos, motion, graphics
Growth: Creator/KOL distribution, community storytelling, social listening, hook testing, growth analytics, UTM attribution, weekly reporting
Platforms: X, Instagram, TikTok, LinkedIn, YouTube, Reddit, Discord, Telegram, Facebook
Systems: Research pipelines, batch production, consistent AI characters, scheduling, visual and playback QA
Tools: Higgsfield, Figma, CapCut, Claude, ChatGPT, Seedance, GPT Image, ElevenLabs, Premiere Pro, Canva

EXPERIENCE

ChainGPT **Sep 2026 to Present**
Marketing Lead, HeyBrain initiatives *Remote*

- Turn leadership direction into content strategy, product stories, social content, and finished creative for HeyBrain; translate enterprise knowledge workflows into clear benefits and recognizable audience problems.
- Build a carousel production system with reusable layouts, brand controls, editable copy and artwork, live previews, and portrait and landscape exports from the same renderer.
- Build repeatable AI-video production workflows for recurring content, with consistent character identities, structured generation briefs, batch review, correction loops, and organized asset libraries.
- Develop AI creator and reaction-led ad creatives combining generated footage with real product UI, narration, captions, branded graphics, music, and sound. Own concept, scripting, creative direction, editing, and final QA.
- Direct AI-assisted motion films for product launch, scattered knowledge, Claude Code onboarding, a knowledge graph, and the Muse integration concept. Use Claude-assisted code animation, product UI recreations, scene transitions, and reviewed sound design to deliver finished stories.
- Handle solo filming, directing, and editing; track UTM-based attribution and report campaign performance weekly to guide content and distribution decisions.
- Organize prompt and asset libraries, reaction-editing workflows, and image-to-glyph tools that make production reusable; review framing, identity, captions, pacing, sound, and final playback before delivery.

GoQuant Technologies / GoDark **Feb 2026 to Jun 2026**
Marketing Lead *Remote*

- Led launch marketing for GoDark's private trading infrastructure, generating **5M+ views**, growing X from **0 to 4K+ followers in under 2 months**, and helping expand the waitlist from **10K to 31K+**.
- Translated founder direction into product positioning, brand voice, landing-page copy, and launch messaging; turned technical execution and privacy concepts into clear benefits for traders.
- Owned social strategy and produced **100+ assets**, including cinematic AI ads, product explainers, threads, carousels, campaign graphics, and launch content.
- Planned and executed a **$15K creator campaign**, coordinating outreach, briefs, approvals, timelines, and distribution while keeping the product story consistent.
- Handled solo filming, directing, and editing; used UTM-based attribution and weekly performance reports to evaluate campaigns and guide the next creative cycle.
- Built an AI-assisted production workflow spanning research, scripts, generated footage and images, editing, and visual QA; used content analytics and hook testing to refine subsequent creative.

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EXPERIENCE, CONTINUED

FitAI **2026 to Present**
Founder & Growth Lead *Remote*

- Build and market a live iOS fitness app, connecting product development, positioning, and acquisition around personalized fitness and workout planning.
- Run ongoing competitor and audience research across TikTok and Reddit, studying content formats, hooks, comments, and recurring fitness-app frustrations to inform positioning and creative direction.
- Build reusable AI-assisted production workflows and asset libraries for short-form videos and carousels; test hooks, visual formats, and branded CTAs across multiple fitness content accounts.
- Manage publishing queues, scheduling, and creative review, keeping campaign messaging connected to FitAI's personalized training plans and product benefits.
- Built an account and content performance dashboard; compare formats and audience response to decide which ideas to iterate, repeat, or stop.

Freelance, Crypto & Tech **Jan 2024 to Present**
Marketing & Content Lead *Remote*

- Supported **10+ brands** with **300+ assets and 10M+ views**; improved engagement by up to **45%** and inbound leads by up to **60%** through content and message testing.
- Turn founder ideas, technical documentation, and product updates into platform-specific scripts, explainers, social posts, and campaigns while preserving each client's brand voice.
- Own content calendars, approvals, deadlines, and performance reporting; test hooks and recurring formats, then use audience response to choose what to scale, revise, or stop.

DegenPeter **Jan 2024 to Present**
Founder & Creator *Remote*

- Built a crypto media audience from **0 to 30K+ followers**, generating **4M+ organic views** through character-led explainers, memes, and short-form stories.
- Own research, scripts, creative direction, editing, and publishing across recurring series; adapt formats to market cycles, trends, and community questions.
- Use comments, audience sentiment, and content performance to refine stories and repurpose ideas across social platforms.

Movement Market **Oct 2024 to Oct 2025**
Founding Team, Marketing & Growth Lead *Remote*

- Helped grow a Solana consumer app to **15K+ followers**, with content reaching **100K to 500K+ views per piece**; worked with founders on GTM, product narrative, and retail audience education.
- Built and coordinated a **30+ creator and partner pipeline**, managing outreach, briefs, approvals, and timelines for product and community campaigns.
- Simplified onboarding, KYC, and crypto concepts into approachable content; used social listening and audience feedback to improve messaging and formats.

Solana Ecosystem Campaign **Dec 2024 to Jan 2025**
Community Growth & Content Operations *Remote*

- Coordinated creators, KOLs, and multi-account distribution for a campaign reaching **40M+ views** and supporting a **10K+ trading community**.
- Aligned campaign messaging and posting schedules, monitored live community response, and adapted content and distribution to sustain engagement.

EDUCATION

Langara College, Associate of Science, Computer Science Jan 2023 to Dec 2025

AWARDS

National Cyber Olympiad: 2nd Place (2021); 3rd Place (2020).