

VIBHUTI NAGESHWAR

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PROFESSIONAL SUMMARY

Marketing and Events Lead with **5** years leading marketing and growth for early-stage AI, Crypto, and DeFi companies. I built an event series, Agents Unleashed, from **0** to **12,000+** registrations and **4,500+** attendees across **10** events in **8** cities globally and built the community that showed up to it. I have been the **founding** marketing hire **two** times and am a **two**-time founder, so I am self-directed, high-agency, comfortable with ambiguity and operating without a playbook.

WORK EXPERIENCE

Valory AG, (Core Contributor to Olas)

Zurich, Switzerland

Marketing & Events Lead (Founding), Remote

July 2024 – March 2026

- Built Agents Unleashed event series from 0 to 12,000+ sign-ups by planning and running 10 events alongside major conferences like Solana Breakpoint, TOKEN2049, EthCC, Devcon, Devconnect, and ETHDenver
- Hosted 4,500+ attendees across multi-format events such as roundtables, panels, and networking meetups in Berlin, Brussels, Cannes, San Francisco, Denver, Singapore, Bangkok, and Buenos Aires
- Generated \$600,000+ in revenue from sponsorship sales from 42+ partners by working with leadership and sales to drive real pipeline
- Planned and ran 10 in-person and 25+ online events end to end by owning topic, logistics, promotion and follow-up with 84+ speakers
- Generated 4.7M+ impressions and 31,298 followers on X by simplifying technical concepts into launch copy, guides, and creative assets
- Drove adoption to 100,000 website visitors with 1,300+ downloads resulting in 800+ daily active users by managing marketing campaigns
- Led daily standups, project management, and collaborated cross-functionally with product and engineering to execute marketing initiatives

Elemental Marketing Agency

Bhopal, India

Founder & Marketing Consultant

July 2023 – June 2024

- Ran a solo marketing agency serving 6 clients across Europe and the UK, delivering market research, brand, and go-to-market strategy services and driving 40% average brand growth and 100% client satisfaction rate

Nexus AI

Bhopal, India

Founder

July 2023 – Dec 2023

- Selected in top 1% of 1,000+ teams at IE Business School's Venture Lab Accelerator by founding an AI content aggregator, running 832 user interviews in 5 days, and shipping a working prototype

Digital 360 Marketing Agency

London, UK

Digital Marketing Manager (Founding), Remote

Oct 2022 – July 2023

- Increased organic traffic 35% by managing 800+ content pieces and 30+ high-converting landing pages across channels
- Generated 90K+ impressions and 1,000+ monthly visitors by writing social copy and refining web messaging across client channels
- Managed and trained 7 junior marketers, increasing productivity 62.5% via improved workflows, templates, tools, and execution systems

Edvizo Media

Delhi, India

Digital Marketing Intern, Remote

Jan 2020 – May 2020

Viacom 18

Delhi, India

Brand Management Intern, Remote

Dec 2018 – Dec 2019

EDUCATION

IE Business School

Madrid, Spain

Master's in Management, Digital Business

Sep 2021 – Jul 2022

Madhav Institute of Technology and Science

Gwalior, India

Bachelor of Technology, Chemical Engineering

Aug 2017 – Jul 2021

SKILLS, TOOLS AND CERTIFICATIONS

- **Skills:** Marketing analytics, Event marketing and planning, Copywriting, Website management, Creative direction, Cross-functional Collaboration, Project Management, Leadership
- **Tools:** Slack, Discord, Telegram, Luma, Eventbrite, HubSpot CRM, Apollo, Google Analytics, Plausible, Claude, Gemini, Grok, Typefully, Hootsuite, Brand24
- **Certifications:** Google Analytics Individual Qualification, HubSpot Inbound Marketing, SEMrush SEO Principles