

YASHIKA CHUGH

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Bangalore, India

SUMMARY

Social media and content marketer working on Web3 infrastructure and DeFi. I ran the regional ecosystem accounts for Starknet, Base, Sui, Aptos and Wormhole, and built the formats around them: a podcast, a newsletter and livestreams. Currently moving towards data and research on economics and crypto protocols.

EXPERIENCE

GTM and Marketing

2026 – present

Siren (Bureau), Bangalore · contract

A consumer security app that catches phishing links, suspicious messages and fraudulent apps before someone taps them. Responsible for go-to-market and marketing.

Social Media and Content Lead

Feb 2025 – present

Multi-ecosystem: Base, Starknet, Sui, Aptos, Wormhole

- Ran five regional ecosystem X accounts end to end: posting, content strategy, community engagement and partner amplification. Impressions over the period each account was held:
 - Aptos India, 1M in 4 months · Base India, 912.5K in 5 months · Sui India / First Movers, 407.7K in 4 months from launch
 - Starknet India, 380.4K in 5 months · Wormhole India, 1M+ in 10 months
- Wrote market research for the ecosystem leads, and the Aptos India GTM Playbook and Base Global Program Playbook.
- Balanced planned campaign calendars against reactive ecosystem moments, and ran sentiment and onchain trend analysis to inform strategy.

Community Manager

Feb – Mar 2024

Zostel · contract

Ran in-property events and guest socials, and fed guest feedback back into operations.

Growth and Research

Jun 2023 – Jan 2025

Xyra Labs (previously Kana Labs)

- Led GTM and growth marketing across a Move-based DeFi stack of a DEX, perpetuals, options and developer infrastructure, supporting \$10B+ in cumulative trading volume.
- Led product marketing for Operps, the options trading platform, and wrote its documentation along with the wider product suite.
- Wrote the DeFi Round-Up newsletter for 2,000+ weekly readers; ran a five-city India roadshow and programmed booths for Money Expo, Korea Blockchain Week and India Blockchain Week.
- Built the analytics practice on Google Analytics and Microsoft Clarity, and tracked fee-payer wallets on DappRadar.

Social Media Manager

Aug 2022 – May 2023

Create Protocol · global NFT infrastructure

Secured a Bepple tweet for Creatorism 2023, held adjacent to NFT NYC. Scaled Discord from 0 to 500 members and X to 9.8K followers across the US, Europe and APAC, and hosted 15+ Spaces and live events.

Marketing Associate

Jun 2022 – Jul 2023

Trace Network Labs

Grew the account by 10K+ followers in 11 months, launched and ran an intern account, and handled partnerships with other Web3 companies.

Product Writer and Analyst

Aug – Sep 2022

Leeway Hertz, for Metavesal · contract

Wrote 10+ product pieces for Metaverse-as-a-Service launches alongside the product and engineering teams, plus documentation and partner communications.

Earlier

2021 – 22

School of Future · Reliance JIO, for NEWJ · Hunger Cycle Foods

Wrote 30+ blogs and grew the All Things Teen Discord from 0 to 3,300 members at School of Future. Studied 25+ applications and delivered 16+ feature presentations at NEWJ. Analysed feedback from 500+ customers and managed menu and design at Hunger Cycle.

EDUCATION

B.Tech, Electronics and Communication Engineering

CGPA 8.77

Guru Gobind Singh Indraprastha University, New Delhi

SELECTED WRITING

Solana Perps Reshuffle after Drift Exploit

2026

Report on liquidity migration and market share across venues following the exploit. *X*.

Aptos India GTM Playbook

2026

Go-to-market strategy for growing the Aptos ecosystem in India.

Base Global Program Playbook

2025

Ecosystem programme design for Base.

DeFi Round-Up

2023 – 25

Weekly newsletter, 2,000+ subscribers. *Beehiiv*.

Gasp.xyz Marketing Study

Positioning and strategy for a cross-chain DeFi protocol.

Solana's Tokenomics: Mechanisms, Validator Economics and DeFi Impact

Medium.

Full archive of 28 pieces at yashika.work/writing.

MEDIA AND FORMATS

Touch Grass Podcast

2025 – present

Producer and host. 71 episodes, 556K impressions and 1,000+ watch hours, reaching 45% India, 35% Germany and 5% US. Spun off the Aptos Corner and Touch Base series.

Livestreams

2022 – 25

Crater Club, 19 episodes on Web3 fundamentals; Base Cafe, 10+ live builds; After Hours w/ Move Club.

COMMUNITY AND SERVICE

Founding Chapter Director, The Phoenix Guild Delhi

2022 – 24

Ran technical bootcamps with the Ethereum Foundation, Starknet and Filecoin, and a five-day Web3 bootcamp in Dhaka with Women in Digital.

DeFi Talents, Cohort 6

2024 – 25

Mentee, selected from 1,000+ applicants.

Devcon SEA 7

2024

Volunteer, 300 places from 1,065 applicants.

SheFi, Season 10

2024

Scholar, sponsored by Zerion.

Mycelium Growth DAO

2023 – 24

Catalytic marketing studies.

Wormhole Fellow

PROJECTS

pressit.fun

Multiplayer onchain coordination game on Base; designed the flow, logic and frontend.

Snooze Tax

An alarm that charges you every time you snooze it.