

JORDAN HONG TAI

SENIOR GROWTH & MARKETING LEADER (TECHNICAL GTM – AI & CRYPTO)

Remote | Tokyo, Japan

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SUMMARY

Senior Growth & Marketing leader with 8+ years of experience building go-to-market engines from zero to scale for AI and crypto products. Specialized in technical GTM, growth systems, automation, and narrative positioning for complex platforms. Proven track record driving revenue, user growth, and fundraising across early-stage and scaling startups.

CORE SKILLS

Technical GTM Strategy • Growth Systems & Experimentation • AI & LLM Discoverability (AEO / GEO) • SEO Architecture • Marketing Automation (Cursor, n8n, Make) • Product Marketing • Full-Funnel Growth • Community & Ecosystem Building • Narrative Positioning • Partnerships & Business Development • Fundraising Support • Remote Team Leadership

KEY ACHIEVEMENTS

- Drove \$185M+ in trading volume and 150%+ user growth at Ctrl Wallet
- Led rebrand contributing to ~400% market cap growth
- Secured \$11.5M+ in funding for Maya Protocol, including a \$1.5M NFT raise
- Built SwapKit's marketing foundation delivering +169% high-intent traffic and 1,100%+ impression growth
- Scaled communities to 120,000+ users and executed multiple six-figure campaigns

PROFESSIONAL EXPERIENCE

Hong Tai Ventures — Founder / Fractional Head of Marketing

Remote | Dec 2021 – Present

Provide GTM leadership for early-stage AI and crypto companies, building marketing foundations and growth systems from zero to scale.

Clients include: SwapKit, Galxe / Alva, Stealth DeFi Protocol

- Built SwapKit's GTM foundation driving +169% high-intent traffic and 1,100%+ impressions
- Developed cross-chain positioning, SEO infrastructure, and scalable content engines
- Implemented automated growth systems (reply workflows, SEO tracking, LLM testing loops)
- Led multi-channel growth across X, Telegram, Discord, Reddit, and Facebook
- Built AI agent positioning, product messaging, and creator campaigns

Ctrl Wallet (formerly XDEFI Wallet) — Head of Marketing (Full-Time)
Remote | Jul 2023 – Feb 2025

- Drove 150%+ user growth and contributed to \$185M+ trading volume
- Led rebrand resulting in ~400% market cap growth
- Expanded community to 120,000+ members

Maya Protocol — Head of Marketing (Contract)
Remote | Mar 2022 – Jul 2023

- Secured \$11.5M+ funding including \$1.5M NFT raise
- Built ambassador programs driving ~200% engagement
- Generated \$150K+ NFT revenue

NeoReach — Head of Crypto (Contract)
Remote | Aug 2022 – Jul 2023

- Launched crypto division generating \$2M+ annual billables

RBX Studios — Marketing Lead
Aug 2021 – Aug 2022

- Grew ThorGuards community to 20,000+ and raised \$3.5M at launch

The Graph — Marketing Specialist (Contract)
Sep 2021 – Mar 2022

- Led community initiatives resulting in 2x KPI growth

Complexity Gaming — Professional Gamer & Content Creator
Mar 2015 – Mar 2021

- Represented Complexity globally while building a personal content brand reaching 150M+ views

EDUCATION

Beedie School of Business, Simon Fraser University
Exchange Program — Waseda University