Sebastian Chokka

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Professional Summary

Generated over $900M in revenue for emerging tech companies, recently orchestrating the largest AI launches. Starting out as a design studio owner led to an understanding of marketing and social media to a deep level. From there, a prolific career in crypto marketing began, and I grew popular NFT marketplace Rarible from 50 WAU to 50,000 DAU in 2020, and worked at dozens of other crypto companies during their GTM phase. I have founded, led, and exited 2 companies for $1M+, and have strong experience in leading teams and organizations. My most recent role directly orchestrated the launch of 30+ AI companies to reach millions of views and exceed view and conversion targets.

Experience

Lead Growth Engineer

Shown Media

02/2026 - Current

- Orchestrated & led the launches for billion-dollar companies including Brilliant, Slash, Warp, WithCoverage, Superblocks, Stanley, Merge, Owner, Moda, Melius, Notch, Wajo, Assembly Studio, Oasis, Gorgias, and more.
- Generated over 150M views for clients.
- I was the first Growth Engineer to join, and formed the role, eventually hiring 2 GEs I managed. GE owned the amplification side of every launch. This included influencer selection, launch narratives/angles, post copy, and influencer copy. During my time, I expanded the GE scope to include activating client's founder networks, building internal giveaway platforms to activate client's employees, helped develop an internal project management software, gifting prominent figures, and more.
- Reached an average of over 1M views/launch with an average of $30,000 influencer budget, consisting of ICP influencers that drove conversion. Most campaigns were engineered to drive users, but some launches needed attention from investors, or were pure awareness campaigns. These atypical campaigns hit their investment or awareness targets.

Marketing Lead

Rhythm

09/2025 - 02/2026

- Created and executed a marketing strategy for Rhythm, a Moonpay-backed trading terminal.
- Onboarded 5,000 users in the first month. At the time, memecoin trading terminals were the most competitive crypto market. Platforms like Padre & Axiom were spending $1-$5M/mo on influencer marketing, while I was operating with 0 marketing budget.
- Managed an affiliate program on X that generated over 500M impressions/month from Rhythm-affiliated creators with no paid incentive for affiliates.
- Formed a concierge for top traders, ensuring any issues they experienced were immediately resolved
- Partnered with communities & creators to develop trading challenges & onboard new users
- Increased trading volume by 10x

Chief Marketing Officer

Orda Network

02/2025 - 07/2025

- Led marketing at Orda Network, a payment orchestration network that executes cross-border payments 1:1 with no fees & slippage, and facilitates the most efficient swaps no matter the asset (including tokens, memecoins, fiat currencies, and more)
- Led the rebrand from "bindpay" which felt restrictive & negative to "Orda", a name that resonated further with our partners due to orderflow orchestration. "Tech Optimism" was a central theme that was integrated not just into marketing, but every department.
- Led the rollout of Orda's Developer Toolkit, an API that allows any developer to integrate instant cross-domain & border payments. Integrated incentives for developers to onboard & share the Developer Toolkit.
- Worked with partners on comarketing to grow socials and brand awareness
- Created funnels for B2B integrations & managed CRM

Chief Marketing Officer
Gateway
12/2024 - 02/2025

- Led the marketing for Gateway, an encrypted compute layer 1 network acquired by Circle
- Led the product development and launch of Odyssey, a consumer demo platform designed to drive awareness. Within 1 week of Odyssey's release, it reached over 100,000 users. I developed a relationship with Monad, an extremely popular chain, and we integrated Gateway's encryption technology into Monad for Odyssey.
- Grew X by an average of 13,000 followers/mo from 0
- ERPS, an encrypted version of Rock Paper Scissors had over 200,000 individual games played and 50,000 Monad tokens wagered.
- Led the mechanics, design, and GTM strategy for Odyssey & each individual Odyssey application
- Created marketing campaigns for Ocelot, Gateway's EVM compatible encryption coprocessor

Marketing Lead
Seed Club
08/2024 - 12/2024

Seed Club is a consumer crypto venture fund & multimedia brand.

- Managed @SeedClubHQ X account & Internet Explorers Podcast production
- Produced 30+ live episodes, polished & repackaged content into short-form for socials/guests & long form episodes for podcasting platforms
- Produced other shows under the Seed Club umbrella
- Wrote original threads & content about PortCo news & updates, & state of the network content
- Ran content promo for newsletters Seed Club members produced

Founder
Orion Labs
01/2024 - 09/2024

Orion was founded to solve a major issue with crypto marketing agencies at the time. Most agencies were not attentive to their clients, did not solve issues for their clients, and had too many points of contact. My goal was to form a small, tight-knit group that could attend to clients better.

- Founded and operated a crypto SMM, Marketing, and Influencer Management agency
- Acquired 40+ clients & led their GTM & product launches
- Increased social engagement by an average of 200%
- Hired 3 employees to increase client deliverables
- Built a CRM platform for our internal use
- Built one of the largest crypto influencer networks any agency had via personal connections, leading to lower rates for clients, and high demand. We were rejecting more clients than we were taking on

Founder
FF6000
05/2023 - 07/2023

FF6000 was the first company to receive an X affiliate badge by applying & submitting company formation paperwork. The other founder & I built a tool that allowed anyone to automatically receive an affiliate badge if they held an NFT. At the time, Bitcoin Ordinals were extremely popular, and users were changing the background of their profile picture to orange. This had 2 major issues, the first being subjective, as it made most profile pictures substantially uglier. The bigger issue was that if you changed your profile picture, your profile would lose the verified checkmark, as well as all boosts you received, effectively shadowbanning your profile for 24-48h. As the profile picture of the FF6000 profile was an orange square, anyone receiving an affiliate badge would have an orange square next to their name, serving the same purpose as changing their profile picture background. Affiliate badges allow you to change your name, profile picture, or username, as frequently as you want, without penalty of losing your checkmark or boosts.

- Created a crypto culture brand and offered token-gated affiliate badges to communities
- Founded, developed, and exited in 3 days for $1M
- Helped execute the marketing plan for the purchaser, which resulted in 3.8M gross revenue in 10 minutes. This was unheard of at the time, as this was during the biggest depth of the 2023 NFT bear market, and the market still has not recovered. No NFT launch has made this much revenue since FF6000's launch, and no NFT launch prior to FF6000's launch had reached this revenue for nearly a year.

Launchpad Marketing Lead
Magic Eden
11/2022 - 05/2023

Managed Magic Eden socials & was the main marketing POC for Magic Eden Launchpad projects

- Ideated and constructed individual content calendars for over 35 web3 brands in different sectors. Worked with PR, Legal, and BD to ensure uniform brand messaging
- On average, grew each X account by 5000% – 10000%, which resulted in projects grossing over $100M
- Managed Magic Eden on Ethereum X account and grew it by 1000%, which resulted in a ETH NFT marketshare increase from 5% to 25%

Community & Socials Manager
Probably Nothing
03/2022 - 11/2022

Ran Probably Nothing and Probably A Label (partnered with Warner Records) social accounts

- Achieved a rapid growth rate for Probably Nothing X accounts, increasing by 50% in the first month and maintaining a steady 30% growth rate each subsequent month
- Used engaging content and community interactions to grow the Instagram follower count from 5,400 to 13,200
- Fostered a vibrant and loyal holder base by actively engaging with the community, ensuring a positive flow of information and fostering a culture of love and positivity
- Created community & marketing campaigns to drive engagement, the most notable being 2 "interns" on different PN-owned accounts that "fought"

Community Manager
The Littles
05/2021 - 01/2022

- Managed Discord and Twitter starting at 0 followers and members respectively, and grew to over 20,000 Discord members and 40,000 X followers
- Created Discord & X cross-platform quests to distribute and manage allocation spots, creating a highly engaged community on X and Discord further fueling the marketing campaign
- Successfully launched and sold $2M worth of NFTs, partnered with TIME magazine, and created a TV series with TIME that is ongoing

Community Manager
Rarible
09/2020 - 04/2021

Created marketing strategies, managed community initiatives & ran a support team

- Created Rarible's entire marketing strategy, growing the platform from 50 weekly users to 50,000 daily users in just 3 months
- Took the company from making no revenue to over $550M in gross revenue during my position
- Leveraged growth strategies to grow X and Discord channels to 50,000 followers and 80,000 members
- Onboarded a massive gaming audience through comarketing campaigns facilitated by personal connections which resulted in an explosion of hundreds of web3 gaming projects and micro-communities since
- Managed a support team of over 10 individuals to ensure a functioning marketplace & communicate any important issues to the development team for immediate resolution

CEO
Nebula Branding
01/2014 - 09/2020

- Worked with 20+ Fortune 500 companies and industry leaders to help them understand how to use design to communicate with their audience
- Marketed and sold myself to achieve these positions despite not having a degree or much prior work experience and being extremely young
- Demonstrated extreme proficiency in understanding client needs and translating them into impactful design strategies, resulting in branding that communicates more effectively with their audience and has a positive impact on sales

Skills

Growth Engineering, GTM Marketing, Product Launches, Influencer Marketing, CRM Management, Content Production, Content Editing, Content Direction, Business Development, Community Management, Adobe Suite, Product design, Product Marketing

Education

Marketing
Michigan State University • East Lansing