

Ng U-Hui Gideon

HP: (+65) 82185921

Email: nuhgideon@gmail.com

LinkedIn: <https://www.linkedin.com/in/gideon-ng/>

Portfolio: <http://portfolio.fipcrypto.com/>

Web3 Content & Growth Lead | Technical Storytelling, Campaign Execution, and Social Distribution

CORE SKILLS

Content Strategy, Product Marketing, Social Media Growth, Technical Writing, Community Campaigns, SEO, Cross-Functional Collaboration, Event Marketing, Analytics, AI-Assisted Content Workflows

WORK EXPERIENCE

Automata Network, Content Lead

Dec 2023 – Present

Automata Network is a Web3 infrastructure company focused on bringing trusted execution environments (TEEs) onchain.

- Grew [personal brand visibility](#) tied to Automata narratives to 1,000 followers in 7 months, driving 536,205+ impressions and drawing engagement from EigenLayer, Worldcoin, Flashbots, and the Azuki community.
- Organised the [TEE Unconference](#) at Token2049 (2024) and helped increase Automata brand mentions and positive attendee feedback.
- Launched high-visibility campaigns ([Multi-Prover AVS on EigenLayer](#), [Optimism Superchain](#), [partner ecosystem roundups](#)) averaging ~100k views on Twitter.
- Built and executed SEO strategy with external agency, improving 1RPC organic impressions by 20% through targeted ecosystem pages.
- Grew [personal brand visibility](#) tied to Automata narratives to 1,000 followers in 7 months, driving 536,205+ impressions and drawing engagement from EigenLayer, Worldcoin, Flashbots, and the Azuki community.
- Monitored industry trends and market topics to produce timely brand stories, including coordinating the [TEE ELI5 site](#) launch for non-technical audiences.
- Collaborated cross-functionally with Engineering, Design, and BD teams to align marketing initiatives with the technical roadmap and product launches.
- Coordinated the [Privacy Signal campaign](#) on Galxe with Oasis, Gnosis, Secret, and imToken, attracting 2,760 participants.
- Built and deployed AI-assisted interactive sites using Claude Code, Google AI Studio, and Vercel: [Know Your PET](#), and [HIP-5 Sentiment](#).
- Scripted and managed monthly community calls end-to-end, including logistics, house rules, and live execution.

OTHER RELEVANT EXPERIENCES

Personal Brand (@fipcrypto)

March 2022 – Present

FIP Crypto is a personal education brand focused on DeFi strategies, airdrops, onchain analysis, and integrating AI into social and onchain workflows.

- Defined brand positioning, content strategy, and full-funnel audience acquisition across X, YouTube, and Substack.
- Generated 20M+ annual impressions on X through educational long-form threads and strategy breakdowns.
- Grew a [Substack newsletter](#) (Signal Compounders) to 4,600 subscribers averaging 15% open rates through lead magnets and social CTAs.
- Produced 100+ YouTube videos (tutorials, explainers, short-form) with 1.5M+ total views.

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PREVIOUS WORK EXPERIENCES

KrASIA, Writer

April 2023 – Nov 2023

KrASIA is an Asia-focused business media platform covering technology and startups.

- Published in-depth articles on the crypto sector covering topics like [Hong Kong's Web3 push](#) and [understanding the psychology behind meme coins](#), contributing to 10% increase in web traffic
- Conducted Q&A articles with prominent figures in Web3, including [Igneus Terrenus \(Mantle\)](#) and [Arnaud Bauer \(BNB Chain\)](#), expanding KrASIA's influence within the industry

Krystal DeFi, Marketing Associate

Jan 2022 – March 2023

Krystal DeFi is a multi-chain DeFi platform offering portfolio, swap, and LP management products.

- Successfully led the development and execution of marketing activities, including press release announcements, blog posts, and social media campaigns
- Established and maintained a content calendar, ensuring timely and consistent content delivery across multiple channels
- Stayed updated with the latest cryptocurrency industry trends, incorporating relevant topics into the content strategy, and achieving a 10% higher engagement rate during industry-relevant events such as [the Ethereum Merge](#)
- Translated complex technical concepts into user-friendly content, such as [the importance of a seed phrase](#), contributing increase in customer understanding

TOOLS

ChatGPT, Claude, Claude Code, Gemini, Google AI Studio, GitHub Copilot, Figma, Notion, WordPress, Medium, Substack, MailerLite, Google Analytics, Google Search Console, Vercel, Final Cut Pro, Canva

EDUCATION

National University of Singapore (NUS)

Aug 2017 – May 2021

- Bachelor of Science (Pharmacy) Honours (First Class)