Batuhan Kurtcu

DeFi Marketing Lead - Content, Community, AI Workflows

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SUMMARY

Crypto marketer with 7 years in content and 4+ years in crypto. I run content end to end: strategy, copy, graphics, and video, for brand and executive accounts. I work AI-native and build my own tools with agentic AI. Across roles: 40M+ impressions, 50+ token launches supported, and $15M+ raised.

EXPERIENCE

Head of Content & Socials - Solstice — Jun 2025 - Present

Solana DeFi protocol. Issuer of USX, the largest Solana-native crypto-backed stablecoin, with onchain yield products.

- Run the content engine alone: strategy, copy, graphics, and video for the brand account and five executive accounts (CEO, CMO, CPO, COO, and institutional sales). 55+ pieces a month.
- Ran LinkedIn personal branding for the Head of Institutional Sales. Comment impressions rose 873%, profile viewers 86%, and followers 25%.
- Deposits grew from $166M at the onchain launch to a $520M peak TVL while I ran content.
- Led content strategy and production for the Flares campaign, which brought $60M+ in retail TVL.
- Built the Solstice GitBook documentation for users and developers.
- Ran content for the Kamino, Exponent, and Loopscale partner markets, which reached $140M+ combined peak TVL.
- Generated 30M+ organic impressions at 5.1% engagement. Reached 4.5% peak X mindshare and #1 Korean mindshare.

Social Media & Community Lead - PAID Network — Apr 2024 - Aug 2025

Crypto fundraising platform for token launches.

- Built content for 25 launches that raised $11M+, including technical docs and founder-facing narratives. The largest was Common Wealth (WLTH), a $5M raise.
- Managed a four-person community team, and scaled social output to 14M+ impressions.

Social Media & Community Lead - FIAT Pass by Stellantis — Jul 2023 - May 2024

Web3 loyalty program for a global automotive brand, on Arbitrum.

- Onboarded 55,000 users in eight weeks through partner campaigns with NFT communities, with 1.1M onchain actions and a 37% digital-to-physical conversion rate.
- Named in the Zealy case study on the launch: 530K+ quest completions, and 11x reach, 20x engagement, and 33x action against traditional campaigns.
- Managed all socials, content, and Discord. Built the Discord from scratch and kept it at zero downtime through the user surge.

Social Media Marketing Manager - BullPerks — Jan 2022 - Oct 2023

Crypto fundraising platform for token launches.

- Ran social and campaign content for about 25 IDO deals that raised about $4M, from announcement to TGE, plus AMAs and thread series.

Content Development Specialist - Jengal (SEO agency) — May 2019 - Jun 2020

- Led SEO content strategy and wrote 500+ pieces of evergreen content.
- Managed freelance writers, and ran on-page and off-page SEO, including link building.

PROJECTS

Grotesque - open-source macOS app for Grok Build — Sep 2026

- Designed and shipped a native Mac GUI for an AI coding agent, built with agentic AI. Open source on GitHub.

SKILLS

Content strategy, executive ghostwriting, graphic design, video editing, community management, technical writing, SEO, product launches, partner marketing, product marketing, go-to-market, AI content workflows.

Design and video: Figma, Adobe Photoshop, Premiere Pro, After Effects, Final Cut Pro, Canva, CapCut, Remotion, HyperFrames.

AI: Claude Code, Codex, Grok, ChatGPT, Perplexity, Grok Imagine, Midjourney, Higgsfield, Kling, ElevenLabs.

Social and community: X, Telegram, Discord, MEE6, Typefully, Hootsuite, Zealy, Galxe, Layer3, TaskOn, Guild.xyz.

Crypto data: Dune, DeFiLlama, CoinGecko, Token Terminal, Arkham, Kaito.

Web and analytics: GitBook, WordPress, Beehiiv, Substack, Google Analytics, PostHog, Google Search Console, Ahrefs, Semrush.

Work: Notion, Obsidian, Slack, Trello, Asana, ClickUp, Miro, Google Workspace.

EDUCATION

BA History - Istanbul University