

LUKE BATEMAN

Marketing & Brand Leader

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Nine years building brand strategy and growth functions across content, social, and community. Most recently account and strategic lead for institutional clients including Franklin Templeton, where I also built AI tooling to scale the work. Before that, I founded and ran a five-person marketing team on a \$600K annual budget.

EXPERIENCE

Senior Content Strategist | SCRIB3

Sep 2025 – May 2026 • Remote

- Served as account and strategic lead for Franklin Templeton Digital Assets, owning the client relationship and weekly strategy cadence, doubling monthly follower acquisition and lifting engagement per post 46%
- Set launch strategy for three major Franklin Templeton announcements, including the Kraken and Ondo partnerships and the 250 Digital acquisition, and amplified 14+ earned-media placements with compliance-ready documentation
- Led strategy for the Stellar and Midnight Network accounts, directing paid and out-of-home advertising for Stellar and copy, content, and creative for Midnight, and built the go-to-market plan for Axis, a tokenized hedge fund
- Worked forward-deployed in the Franklin Templeton account, building Pulse, a client-commissioned news-intelligence system
- Built and shipped Chorus, an AI brand-visibility audit tool measuring brand presence across ChatGPT, Claude, and Perplexity, deployed for Maple and Canton
- Built internal AI tooling, including an automated prospect-research pipeline for new-business pitches, and ran an AI literacy program to upskill the team

Founder | Weavers (Forward Research)

Jun 2023 – Jun 2025 • Remote

- Founded Weavers, the marketing arm of the Arweave developer ecosystem, and grew the community from zero to 5,000+ members in under 12 months
- Hired, managed, and developed a team of five across content, community, and vendor operations; set go-to-market strategy for ecosystem partners and parent-company launches
- Owned a \$600K+ annual budget spanning events, brand activations, developer outreach, and paid media
- Built Weavers Weekly into the most-listened-to Twitter Space in the Arweave ecosystem, drawing hundreds of unique listeners and hosting ecosystem partners and builder AMAs
- Directed launch communications for ten international hackathons (eight online, two in-person in Germany and Colombia), leading cross-functional teams across engineering, product, and community

Growth Marketing Lead | ETHGlobal

May 2021 – Mar 2023 • Remote

- Grew the developer Discord from 30K to 75K members after taking over community strategy and programming
- Rebuilt the email program, replacing ad-hoc Airtable sends with segmented Mailchimp automations, growing the audience 40%
- Led launch communications for 30+ global developer events across seven countries, including ETHSanFrancisco 2022, the company's largest-ever event at 1,700+ attendees

Graphic Designer | Chinn + Partners

Nov 2018 – Nov 2020 • Washington, DC

Designed digital and print collateral for aerospace and entertainment clients; supported business development

Social Media Manager | CryptoPets

Jul 2017 – Aug 2018 • Washington, DC

First crypto role: built and scaled social and community for an NFT game launch through UGC campaigns

SKILLS & TOOLS

Core: Brand & Communications Strategy, Client Relationship Management, Team Leadership, Budget Ownership, AI Tooling & Marketing Automation, Content Strategy & Copywriting, Community Growth, Marketing Analytics, Event Management

Tools: Claude & Claude Code, React, Firebase, Netlify, GitHub, Figma, Adobe Creative Suite, Notion, Airtable, Sendgrid, Mailchimp, Google Ads, Twitter Ads

EDUCATION

B.A. Political Science • American University • 2018