

Vrushali Sontakke

Community & Content Manager | Web3 & AI

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SUMMARY

Community and content manager running social media, online communities, and daily content operations for a **global AI education brand**. Actively writing about **Web3 infrastructure, DeFi, and developer tooling** out of genuine interest in the space, with coverage of projects including the **Yellow Network** ecosystem. Prior experience in **technology-focused patent research** across AI software, robotics, and medical devices gives me a strong foundation for breaking down complex technical products into content that non-technical audiences actually want to read.

SKILLS

Community Management (WhatsApp, Discord, Telegram), **Social Media Strategy & Scheduling** (Hootsuite, Meta Business Suite), **Content Creation & Editorial Planning**, **Web3/Blockchain Knowledge** (DeFi, L2s, state channels, wallets, tokenomics), **Competitor & Market Research**, **Technical Content Writing**, **UX Analysis**, **Canva**, **Website Management**, **Cross-border Stakeholder Coordination**

EXPERIENCE

London School of AI Nov 2025 – Present

Community & Content Manager *Remote*

- Manage and grow a **500+ member WhatsApp community**, handling daily member queries and driving engagement around AI education. Grew active participation from **5% to 25%** of the member base.
- Create and publish **daily AI-focused content**: term explainers, tool walkthroughs, and discussion prompts across social channels, producing **8–10 community-facing pieces per week**.
- Lead a **3-person content team**, managing the research-draft-review pipeline for 2–3 pieces per week translating dense technical concepts into accessible explainers.
- Schedule and manage all social media posts via **Hootsuite** and **Meta Business Suite**, maintaining a consistent cross-platform content calendar.
- Conduct ongoing **competitor research** to identify content gaps, trending topics, and positioning opportunities in the AI education space.

BKSay Works Pvt. Ltd. Nov 2023 – Nov 2025

Research Analyst (Patent & Technology) *Remote*

- Conducted structured prior-art searches across **AI software, robotics, automation, AR/VR, and medical device** domains using Questel Orbit, Espacenet, USPTO, and Google Patents.
- Built claim element charts, novelty maps, and patentability briefs, translating dense technical specifications into clear, decision-ready reports for clients across **3 patent jurisdictions**.

BKSay Works Pvt. Ltd. Mar 2024 – Nov 2025

HR & Talent Acquisition (Part-time, concurrent) *Remote*

- Managed cross-border recruitment across **India, UAE, and Germany**, coordinating with hiring managers and maintaining structured candidate tracking dashboards.

WEB3 WRITING

[I Rewrote Sky Protocol's Migration Docs. Here's What I Changed and Why.](#) – LinkedIn

[Content Strategy for Uniswap DAO's Community Growth – 2026](#) – LinkedIn / Google Docs

[The State of Real World Asset Tokenization in 2026](#) – LinkedIn

[The Yellow SDK: The "Lego Kit" for Building the Future of Web3](#) – dev.to

[The \\$YELLOW Token Just Launched: Here's Why It Actually Matters](#) – LinkedIn

[Filecoin vs Arweave vs Walrus: Decentralised Storage Comparison](#) – dev.to

[How I Built and Managed a Community for an AI Education Brand](#) – LinkedIn

[UX Teardown: Phantom Wallet Onboarding](#) – LinkedIn

[How Patent Analysis Actually Works \(And Why It's Not What You Think\)](#) – LinkedIn

EDUCATION

Certificate in UX Design – University of Michigan Jul 2023

Hislop College Nagpur 2017–2020

B.Sc. in Biotechnology *CGPA 6.6/10*

AWARDS

Employee of the Month (May 2024, March 2024) for consistent delivery across research and operations.