

CHARLES STANTON (B.A Hons, MSc)

Tech & Growth Marketing Leader | Protocol Ecosystem Strategist | Brand Builder

Award-winning senior marketing leader with 15+ years building narratives, growth engines, and ecosystems for tech startups, AI platforms, and global household brands including KPMG, National Lottery, BUPA, and British Gas. Currently leading tech marketing agency, X8C.

CORE COMPETENCIES

Leadership: CMO · Marketing Director · P&L Management · Team Leadership · Agency Operations · Board Executive

Web3 & AI: Ecosystem Marketing · Tokenomics · Digital Assets · KOL Marketing · On-Chain Analytics · AI Tooling · Generative AI Workflows

Marketing Disciplines: GTM Strategy · Growth Marketing · Brand Strategy · Brand Identity · PR & Comms · Performance Marketing · Social & Community · CRM · SEO/GEO · Content & Creative · Partnerships

Sectors: Web3 / Blockchain · Artificial Intelligence · Fintech · Gaming · Consumer Retail · Financial Services · Healthcare

EXPERIENCE

X8C / Ghaf Group

CEO & Marketing Director | May 2024 – Present

Marketing Director for Ghaf Group, a major Web3 VC and ecosystem hub in the MENA region, and CEO of Ghaf subsidiary [X8C](#), with a \$4.5m P&L. Managing a high-performance team of 40+ and delivering marketing services for clients including Sui, NEAR Foundation, Avalanche, PEAQ Network, Kite AI, and XMoney. Successes include:

- 300% YOY agency revenue growth, and 850% profit growth by expanding agency service lines into GTM strategy, branding, PR, and KOL marketing.
- Coordinated \$3M in integrated campaigns for Sui Foundation driving 20x increase in engagements and a 7x increase in the \$SUI market cap.
- Managed end-to-end GTM for Fusion, a major Avalanche joint venture launched with a \$100m grant from the Avalanche Foundation, covering strategy, design, technical documentation, and PR. [Launch reached 1.25m people with 330+ pieces of PR coverage.](#)
- Composed the GTM strategy for Frank McCourt's Project Liberty initiative, Frequency, leading to the '[Find Your Frequency](#)' campaign vehicle.
- Designed and deployed a suite of proprietary AI tools across the agency, including on-chain analytics agents, branded customer-facing AI agents, and content aggregation systems.
- Partnered with Cookie3 analytics to embed data-driven marketing into all aspects of X8C's execution, with our input directly informing the refinement of their KOL Intelligence platform.
- KOL and growth campaign with NEAR Foundation delivered 7m+ impressions, 3.7m video views, and a 5% engagement rate.

Animoca Brands (Forj)

Chief Marketing Officer | Jul 2021 – May 2024

Executive leader at Animoca Brands subsidiary Forj, a \$30m+ revenue tech company advising, incubating, and launching blockchain-based experiences and technologies. Managed a marketing function of 10. Successes include:

- End-to-end ownership of marketing and comms strategy across the portfolio: PR, CRM, digital, community, and partnerships.
- Led the rebrand of Bondly Finance to Forj including brand design, strategy, new website, PR, and promotional launch (2022).
- Launched headline partnerships including the multi-million dollar Big Fat Sexy Collectibles NFT collection with Lewis Capaldi, Big Break with BandsInTown, and metaverse experiences with Polygon.
- Managed marketing partnerships with major Web3 brands including Polygon, Cardano, Polkadot, Binance, The Sandbox, and many more.
- Established an in-house creative studio with a template-led content engine for rapid turnaround of announcements, events, partnerships, and community activations.
- Built the martech stack covering CRM, social, KOL, web, and SEO, plus management of agency and third-party partners.
- Notable game launch: Monkeying Around, the first BAYC experience in The Sandbox, 165,000 gameplays and 45k unique players in a 3-week game lifespan on TSB Alpha Season 3.
- Represented the company in major publications and led PR strategy. VIP sponsorship of NFT LA 2022 drove 3,000+ footfall to the experience.

KPMG

Head of Social Media | Feb 2021 – Jul 2021

Led social media across KPMG UK from the Business Support centre, with responsibility for social strategy, content activation, and internal advocacy. Direct reports included an overseas activation team.

- Stood up KPMG UK's first social listening capability, including brand monitoring and automated reporting to business support teams.
- Worked directly with LinkedIn to launch LinkedIn Live for KPMG, beginning with live coverage of the UK Budget 2021.

Intu

Head of Digital Marketing | Jun 2019 – Dec 2020

Sat within Group Marketing for the UK's largest shopping centre operator, owning national digital channels (social, email, PPC, SEO, affiliates, web) and a £1.5m budget.

- Rolled out the new Intu brand vehicle Here for Life across digital owned channels with a creative-template-led content strategy.
- Designed and launched 'Joy', Intu's first AI-powered chatbot.
- Increased the engaged email database by 22% YoY following a redesign of national comms.

- Partnered with Facebook to launch a UK beta of Facebook Store Visits, a brand-new format evidencing physical visitation from digital activity at £1.04 CPSV used in an AW19 campaign with influencer Bonnie Rakhit.

Head of Social Media & Content | Feb 2018 – May 2019

Established and launched Intu's national Social Media team and strategy, with one direct report and an extended team of fourteen.

Camelot (The National Lottery)

Head of Social Media | Nov 2015 – Feb 2018

Led a team of 3 Social Media Content & Community Managers across the Camelot brand portfolio: Lotto, EuroMillions, GameStore, and The National Lottery.

- Designed and led GameStore's first social media PR campaign, a series of high-profile nationwide 'stunts' (including GameStore Express) using influencers from Made In Chelsea. Achieved 20% ER and 1.4m+ views.
- Led the flagship digital activation for Lotto's sponsorship of Britain's Got Talent 2016 (the largest ever sponsorship activity in TNL history). Drove £250,000 of revenue, 3.5m video views (17% VTR), and 13% av. ER on Facebook.
- Won the UK Social Media Communications 2016 award for 'Best Use of Facebook' (Multiplier Masterpieces campaign), driving a strategic shift to Facebook Live video across the business.

EARLIER CAREER

BUPA: *Global Social Media Manager | Aug 2013 – Nov 2015.* Built Bupa's first enterprise-level global social strategy across 20+ territories. Designed and launched SocialSTORM, an automated social data blending tool for real-time insight, and led global campaigns including Healthie Selfie and Ground Miles.

British Gas (Centrica): *Social Media Lead & Graduate Management Programme | Sep 2010 – Aug 2013.* Led social media for the heritage brand during a period of heavy industry scrutiny, following a competitive Graduate Marketing scheme with three commercial placements across the business.

PromoVeritas: *Account Manager | Nov 2008 – Sep 2010.* Advised commercial brands, blue-chip clients, and broadcasters on the administration and fulfilment of sales promotions for clients including the BBC, Kraft, Barclays, and British Gas.

EDUCATION

University of Bath

MSc Management with Marketing (2.i) | 2007 – 2008

CIM-approved course covering Accounting & Finance, Economic Governance, Global Marketing, E-Marketing, Brand Strategy, and Advertising Theory.

University of Durham

BA Hons English Literature (2.i) | 2004 – 2007

ADDITIONAL QUALIFICATIONS

- CIM Professional Diploma in Marketing
- IDM Postgraduate Diploma in Digital Marketing
- Marketing Week Mini MBA in Marketing
- IPM Diploma in Promotional Marketing

AWARDS

- European Lotteries Innovation Awards: 1st Place
- UK Social Media Communications Awards: Best Use of Facebook
- UK Buzz Awards (Commendation): Best Use of Promotions

REFERENCES

References available upon request.