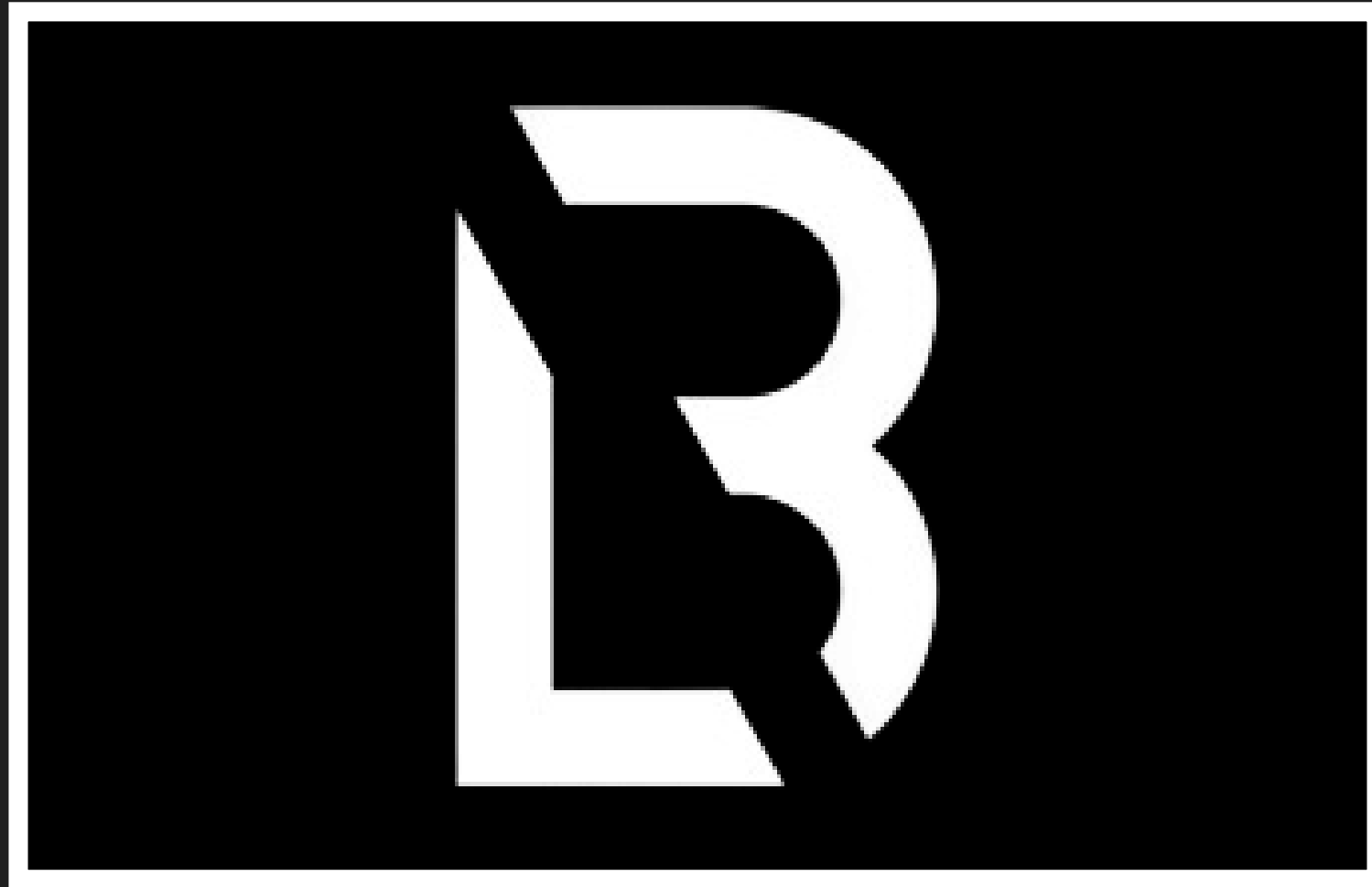




BROS LABS

SOCIAL MEDIA MANAGER - HARSH LIMBACHIYA

BrosLabs connects data between people, services, content and devices in a decentralised manner.

A Web3 startup operating at the intersection of blockchain, Bitcoin mining and digital content.

Singapore · 6K LinkedIn Followers



UNBLOCKING THE BLOCKCHAIN

BROS LABS

Bros Labs

BrosLabs focuses on the concept of connecting data between people, services, content, and devices in a decentralized manner

Internet Publishing · Singapore, Singapore · 6K followers · 11-50 employees

+ Follow

...

Home

About

Posts

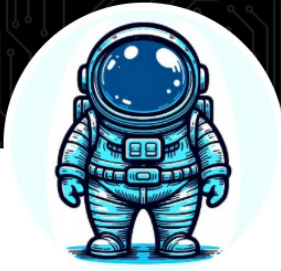
Jobs

People

Insights

← MSM 308 posts

⌵ 🔍



...

💬

🔗

Following

MSM

msmlone

Building [Aipowered.com](#) | Mining Bitcoin for fun | Peptides

📍 crypto mining basement

📅 Joined April 2024 >

33 Following

962 Followers

 Followed by Sam

THE COMPANY

HOW IT STARTED...

When I joined in April 2025, the CEO's X account was essentially dormant barely any presence, no content strategy and under 100 followers.

<100

Followers

0

Newsletter

Dead

Account
Reach



* Pulled on Aug 2025

HOW IT'S GOING...

In 6 months, the account transformed into an active thought-leadership presence in the Bitcoin mining and Web3 space.

1000+

Followers

300+

Posts

13+

Newsletter
Editions



* Pulled on Aug 2025

X ACCOUNT GROWTH STRATEGY



Consistency & creative vision



Community Interaction & High-quality outcomes



cross-functional collaboration

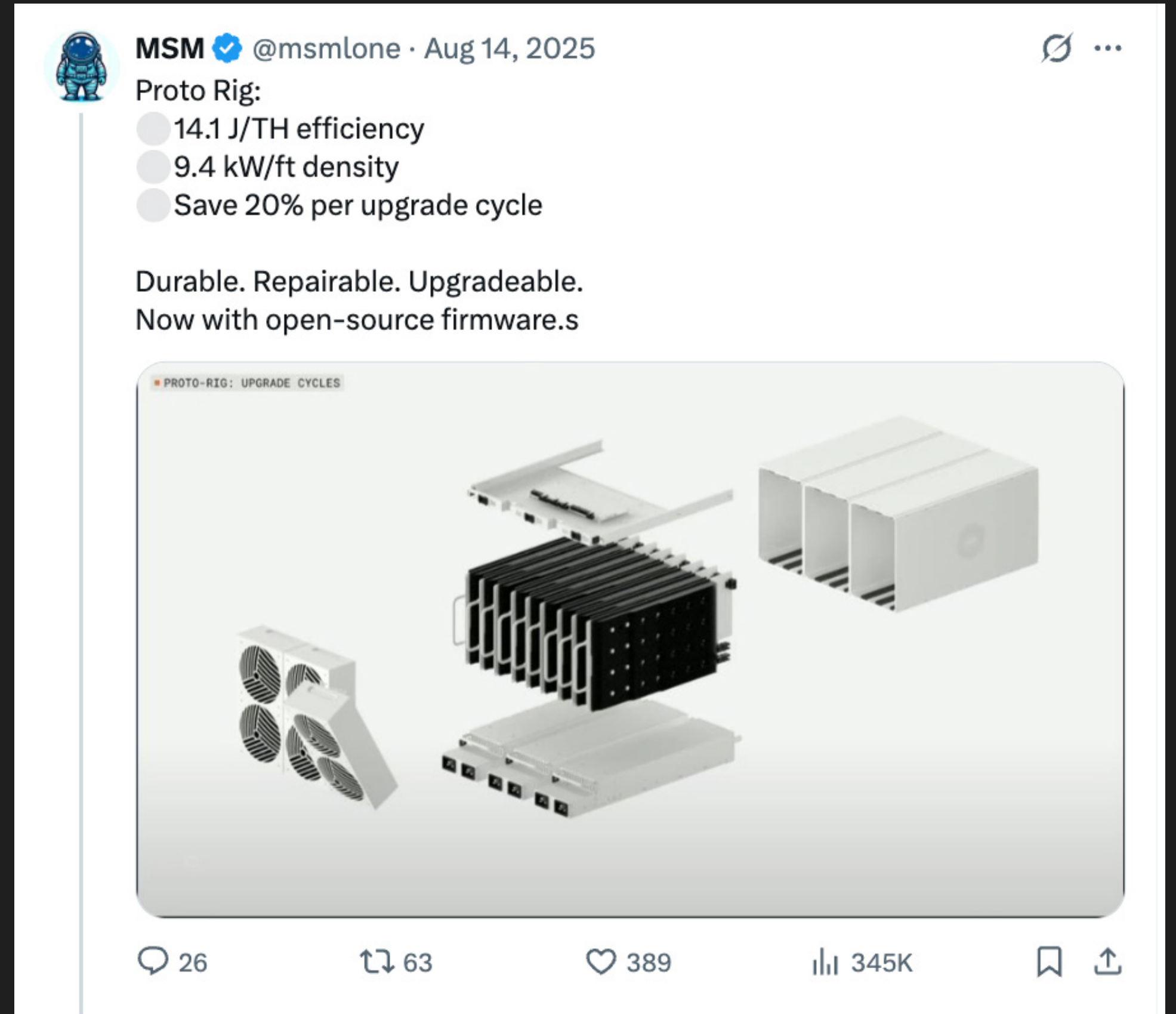
MEASURABLE RESULTS

345.4K

Views on
top post

400K+

Impressions
Generated
in 6 months
Organically



NEWSLETTER

Built and ran a weekly crypto mining newsletter from scratch on Beehiiv covering data-driven updates, market moves and product launches in the Bitcoin mining space.

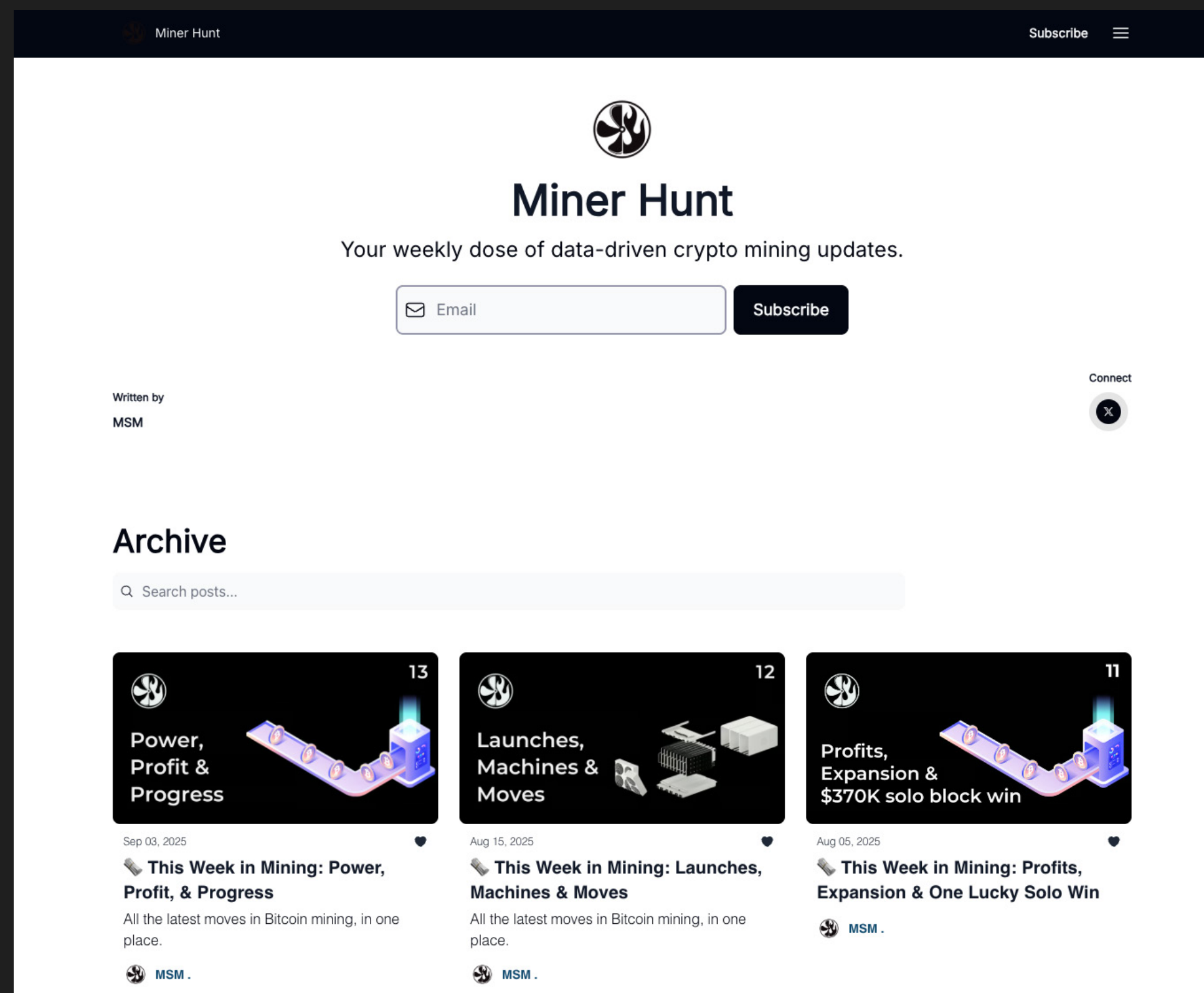
Web3 & Mining Niche

Beehiiv

Platform

13
Weekly
Editions

Cadence



ADDITIONAL RESPONSIBILITIES

- Independently scaled CEO's personal brand on X from <100 to 960+ followers in 6 months
- Produced 300+ posts achieving viral reach of 345K+ on top performing content
- Built and ran Miner Hunt a weekly newsletter on Beehiiv with 13+ editions
- Planned, drafted and deployed end-to-end email marketing campaigns
- Developed data-driven content strategies focused on engagement and reach
- Established thought leadership in Web3 and Bitcoin mining communities
- Reviewed content performance through analytics and continuously optimised