

Tom Harper

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PROFILE

Marketing manager with a track record of building AI-powered workflows, custom automation systems, and analytics tooling from scratch. Experienced in translating ambiguous business problems into working solutions using LLMs, APIs, and AI-assisted development tools. Background spans music tech, Web3, and community-led growth, with practical builder skills applied directly to measurable operational outcomes.

EXPERIENCE

Senior Marketing Manager, Automation Lead

Block Labs · Hamburg, DE (Remote) · April 2023 – Present

- Designed and built a multi-brand AI content scheduling system (Node.js/Express, deployed on Railway) that automates Telegram post generation, timing, and prioritisation across multiple sports betting products, reducing manual editorial work dramatically.
- Replaced a \$10,000/year third-party SaaS tool with a custom-built automation system running at approximately \$35/month, delivering the same functionality at a fraction of the cost.
- Engineered a dynamic fixture-scoring engine integrating live sports APIs, LLM-generated content prompts, and weighted ranking logic; iterated scoring algorithms to reduce edge cases and improve output quality across 10+ simultaneous data sources.
- Built a custom Telegram analytics platform tracking community engagement metrics, audience behaviour, and campaign performance, with automated Google Sheets export for stakeholder reporting.
- Deployed multiple Telegram bots for presale tracking and a leverage trading simulator, each scoped, built, and shipped independently using Node.js and external APIs.
- Identified workflow inefficiencies across multi-brand operations and implemented automation solutions that reduced manual overhead while maintaining quality across simultaneous product launches.
- Led a small team of community managers, defining technical and content strategy across a range of Web3, mobile gaming and sports betting products.

Senior Marketing Manager

Napster / MelodyVR · London, UK · Nov 2019 – Apr 2023

- Led social media strategy and campaign execution for Napster's streaming platform, building performance measurement frameworks and running weekly data analysis to optimise output.
- Coordinated cross-functional release campaigns integrating Artist Relations, Editorial, and Marketing, including innovative VR concerts.
- Delivered competitive analysis and market research to inform product strategy and identify growth opportunities for the streaming business.

Community Manager

Spotify · Cambridge, UK · Sep 2017 – Nov 2019

- Managed Spotify's global community platform and Rock Star Program, overseeing super-user engagement and real-time support via @AskRockstars.
- Organised the annual Rock Star Jam event at Spotify HQ, New York, managing logistics, attendee experience, and brand engagement for top community members.
- Implemented and optimised community management tooling to streamline engagement workflows and track community health metrics.

TECHNICAL SKILLS & TOOLS

AI & Automation · Claude Code, LLM APIs, Telegram Bot API

AI-Assisted Development · Build and ship production systems using AI coding tools; working knowledge of Node.js, Express, Python, REST APIs

Infrastructure · Railway (deployment), Git/GitHub, PostgreSQL

Analytics · Custom metrics dashboards, Google Sheets API, Sprout Social, Bitly

Platforms · Notion, WordPress, Adobe Creative Suite, Canva, CapCut, Buffer

EDUCATION

MA Film, Television and Creative Practice (Merit)

University of East Anglia, Norwich, UK · 2016–2017

BA (Hons) Drama and Creative Writing, 2:1

De Montfort University, Leicester, UK · 2009–2012

LANGUAGES

English (Native) | German (A2, actively studying)