

Jonty Garrard

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EDUCATION

Bradfield college, West Berkshire

2016-2021

International Baccalaureate – 41/45 points

- Studied a diverse curriculum including Psychology, Sports Science, English Literature & Language, Maths, History, and French at BI level
- Honed high-level communication and problem-solving abilities through coursework and discussion-based learning
- Built a strong work ethic by balancing demanding academic subjects with extracurricular commitments
- Represented the school at the highest level in both football and cricket as a member of the 1st team

Manchester Metropolitan University

2022-2025

Bachelor of Science – Business Psychology – 2:1

- Combined business context with psychological evidence to recommend strategies that improve performance, culture, and customer experience.
- Organisational: applied motivation, organisational development, and leadership models to improve team dynamics and project delivery.
- Consumer: analysed decision making, perception, brand trust, and pricing psychology to inform marketing choices.
- Designed surveys and simple experiments to capture engagement and preference data, turning findings into actionable recommendations.
- Used behavioural principles such as choice architecture and social proof to propose tactics that increase adoption and conversion in case studies.

PROFESSIONAL EXPERIENCE

Embart, Exhibition sales

Jan 2022 – May 2023

Business Development

- Conducted market research to identify and prioritise potential clients, informing targeting strategy.
- Developed outreach and targeting plans to open new accounts and expand pipeline.
- Managed relationships with existing clients, resolving issues quickly to maintain satisfaction and smooth operations.
- Assisted with administrative and financial tasks, including invoice processing, record keeping, and supporting basic accounts management.

Weirdo, Cryptocurrency (ETH L2)

Nov 2023 – Feb 2025

Co-Founder / Creative director

- Co-founded Weirdo and owned brand, community, and growth from day one.
- Implemented a unique user-first focussed approach to retention and growth leading to 90% user retention.
- Led user acquisition with multi-channel campaigns, reaching ~3M monthly impressions, and 5k+ followers via AI-driven content.
- Tested and implemented unique engagement strategies such as XP reward systems, gamified activity, and custom contests.
- Negotiated B2B partnerships and secured exchange listings to expand reach and credibility.
- Built a lightweight content engine (editorial calendar, rapid creative testing, iterative optimisation) to keep output high-quality and on brand.

Head of Marketing & GTM

- Independently built a suite of AI-powered internal tools using Claude and ChatGPT, including a full content calendar hub, a functional betting prototype, and a production-ready front-end website — with no traditional development background
- Led end-to-end GTM strategy for an AI-driven sports market intelligence platform, owning positioning, messaging, and go-to-market sequencing from zero
- Conducted competitive landscape analysis to map key players, benchmark pricing models, and identify positioning gaps
- Owned brand strategy and social media execution across all channels, establishing Akshun's voice in a crowded sports data market

ADDITIONAL INFO

Skills:

Chatgpt)

Proficiency in Microsoft office (Word, Excel, PowerPoint)

Proficiency and ability to build sites, tools, bots with AI tools (Claude + CC, Codex, Midjourney,

Familiarity with CRMs (Monday.com, Notion)

Research & Data handling (Collection, cleaning, interpretation, and presentation)

Rudimentary understanding of Python, SQL, MongoDB