Ant Media

"Build something worth telling. Then walk together and tell it. Figure out your fingerprint, then make an impression."

Nipunika Coe

HEAD OF MARKETING

Why Ant Media

Most tech companies market features before they have been validated by the people actually using them. They pour energy and money into marketing before they have earned it. Ant Media took the opposite approach, and that mattered deeply to me when choosing where to build next.

Marketing as infrastructure. Build the structure first, then amplify it. The talent here is real. The product is technically strong. The trust users place in it is earned. The core mission is to make sure the world knows it.

That is the kind of problem that has defined my career, and it is exactly why this role matters.

The most exciting trend in streaming media right now?

The awareness moment streaming is having. Viewership is on a clear pathway to overtake traditional broadcast and CTV, and the world is finally recognizing streaming infrastructure for what it has always been. Essential. The brands that built the right foundation get to define what comes next.

Bio

- Developed the Fingerprint Method, a brand identity framework aiding organizations in defining their identity across various sectors like clean energy and technology.
- With a decade of experience, achieved a 334M+ audience reach, 250% boost in media visibility, and 104% engagement increase in seven international markets.
- Transformed complex industries into compelling narratives that enhanced visibility and trust.
- Established strategic partnerships with global brands and agencies, serving as an advisor to organizations in growth and market entry stages.

Core Value | Growth Mindset

Without it, none of the other values are fully possible. Real innovation requires a willingness to be wrong and the transparency to admit where you're still learning. Integrity is tied to a growth mindset. The best version of any brand, team, or leader is always the next, built in layers. This belief drives everything. I do.

Favorite Hobbies: Cooking, Painting, Dancing and Travel