Arjun Singh

Editor and Content Strategist

Creative Director @ SO-COL

February 2022 – November 2022 // Remote

- Managed a 5 person marketing and design team; oversaw content strategy, partnerships, marketing analytics, and brand direction.
- Edited technical materials, including our whitepaper and pitch decks, with attention to accuracy and readability.
- Used Google Optimize to increase website traffic by 18%, increase sign-ups by 21%, reduce our landing page bounce rate by 32% and increase active users by 11%.
- Wrote copy for our paid social media campaigns resulting in an 800% increase in followers on IG and a 2200% increase on Twitter from 640 to 14.9k followers.

Senior Content Strategist @ IreneDAO

December 2021 – February 2022 // Remote

- Wrote proposals for allocating 700k in treasury funds to charitable organizations, including our 100k donation to ECPAT and 10k donation to The Ocean Cleanup.
- Managed a 3 person team; oversaw voting, community outreach, airdrops, and the writing of our DAO constitution, growing our Discord server to over 5k members.
- Led content planning and wrote copy for IreneDAO's 21.3k follower twitter account resulting in an 11% increase in followers.

Editor @ UC Davis CANDEL Ed.D Program

November 2020 – October 2021 // Davis, CA

- Made recommendations regarding structure, readability, and argument coherence while adhering to tight deadlines.
- Formatted dissertations in accordance with departmental guidelines and submission protocols.
- All of the students that received assistance from me resolved the comments from their faculty advisors and received their Doctorate of Education.

Content Strategist @ Mishkas

March 2018 – April 2020 // Davis, CA

- Wrote copy for Mishkas' website demonstrating their commitment to environmentalism and ethically sourced, fair-trade ingredients.
- Created digital illustrations of the highest grossing drinks and wrote copy for a social media marketing campaign that increased sales by 16%.

Contact

- Davis, CA (Open to Remote)
- +1 925 202 6570
- arjunsingh8797@gmail.com
- www.nujra.netlify.app

Skills

Marketing/Data Analysis:

- SEO
- SEM
- CRO Testing

Tools & Frameworks:

- Asana
- Ahrefs
- Scrum
- Mailchimp
- Google Optimize

Web3/Defi Tools:

- MetaMask
- Gnosis
- Snapshot

Languages:

- Hindi (Native Speaker)
- Punjabi (Conversational)

Education

University of California, Davis
BA in Communications, 2015-2020

University of California, Davis
BA in Philosophy, 2015-2020

Awards

UC Davis "In It Together" Design Challenges

Awarded $2300 in prizes by placing as a finalist in 4 design competitions.