

# Arjun Singh

Marketer, Designer and Brand Strategist

## Marketing Director @ SO-COL

February 2022 – November 2022 // Remote

- Led 4 paid social media campaigns on Instagram resulting in an 800% increase in followers. A/B testing of threads on Twitter led to a 2200% increase, from 640 to 14.9k followers.
- Led our partnership marketing and successfully pitched to and partnered with 11 influencers with over 200K followers.
- Managed a 5 person team comprised of contractors and employees; led the execution of our go to market strategy.
- Oversaw all digital marketing efforts including our press release, whitepaper, 18 medium articles and 13 blog posts.
- Ideated the platform's rarity distribution system to generate more value for users, resulting in 1500 beta sign-ups.

## Growth Manager @ IreneDAO

December 2021 – February 2022 // Remote

- Edited and wrote 4 twitter threads on Irene's 152k follower account.
- Refined partnership strategy and led outreach to 8 other creators, helping grow our Discord server to over 5k members.
- Managed a 3 person team, oversaw the writing of the DAO Constitution and made final revisions to the plans for allocating 700k in treasury funds.
- Successfully led negotiations alongside Irene and her legal advisor to partner with a public relations agency.

## Marketing Manager @ Mishkas

November 2020 – October 2021 // Davis, CA

- Created digital illustrations of the highest grossing drinks and led a marketing campaign that increased sales by 16%.
- Managed a team of 3 designers to revamp all primary branding including the logo, website, and physical signage.
- Wrote copy for our website to target a younger demographic and demonstrate Mishkas' commitment to environmentalism.

## Marketing and Design Lead @ JavaDetour

June 2018 – November 2021 // Remote

- Analyzed customer purchasing behavior to eliminate underperforming drinks, resulting in a 7% increase in sales.
- Led themed marketing campaigns for summer and winter and changed happy hour pricing strategy, increasing sales by 12%.
- Wrote copy and created media for Instagram and TikTok. Redesigned the menu boards for all 6 locations, cumulatively increasing sales by 4%

## Contact

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

## Skills

### Marketing/Data Analysis:

- SEO
- CRO and A/B Testing
- HubSpot and Google Analytics

### Tools & Frameworks:

- Figma
- Photoshop
- Illustrator
- Keynote/Google Slides

### Web3/DeFi Tools:

- MetaMask
- dApps
- Gnosis
- Snapshot

### Languages:

- Hindi (Native Speaker)
- Punjabi (Conversational)

## Education

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

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## Awards

### UC Davis "In It Together" Design Challenges

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