

EXPERIENCE

- **MARKETING DIRECTOR // SO-COL** Feb 2022 - Nov 2022
 - Overseeing the writing and editing of written content such as the press release, whitepaper, and social media posts.
 - Demystifying web3 terms such as "NFT", "multisig" and "DAO" in order to attract web2 users.
 - Successfully pitched to and partnered with 11 influencers with over 100K followers.
 - Coordinating and leading weekly meetings between SO-COL's marketing, design, and UI teams.
 - Ideated the platform's rarity distribution system to generate more value for users.
- **GROWTH MANAGER // IreneDAO** Dec 2021 - Feb 2022
 - Edited and wrote twitter threads on Irene's 152k follower account.
 - Refined partnership strategy and led outreach to 8 other creators. Helped grow Discord to over 5k members.
 - Assisted in writing the DAO Constitution, and made final revisions to the plans for allocating treasury funds.
 - Successfully led negotiations alongside Irene and her legal advisor to partner with a public relations agency.
- **MARKETING MANAGER // Mishkas** Nov 2020 - Oct 2021
 - Wrote copy to target a younger demographic and better demonstrate Mishkas' desire to be environmentally friendly.
 - Worked with designers to redesign all primary branding including the logo, website, and physical signage.
 - Created digital illustrations of the highest grossing drinks and led a marketing campaign that increased sales by 16%.
- **MARKETING & DESIGN LEAD // Java Detour** June 2019 - Nov 2021
 - Analyzed customer purchasing behavior to eliminate underperforming drinks and market those with better profit margins.
 - Led themed marketing campaigns for summer and winter and changed happy hour pricing strategy, which increased sales by 12%.
 - Created copy and media for Instagram, and Tik Tok. Redesigned the menu boards for all 6 locations.

AWARDS

- **"IN IT TOGETHER" CHALLENGES // UC Davis**
Awarded \$2300 in prizes by placing as a finalist in 4 design competitions.

EDUCATION

Communications B.A.

UC Davis 2015-2020

Philosophy B.A.

UC Davis 2015-2020

SKILLS

DESIGN

Proficient in Illustrator, Photoshop, and Figma

WRITING

PhD dissertation editor for the UC Davis CANDEL program.

PRODUCTIVITY

Notion, Slack, Discord, and Google Workspace

VIDEO EDITING

Proficient in Final Cut Pro and Adobe Premiere

LANGUAGE

Fluent in Hindi and conversational in Punjabi