Arjun Singh

Marketer, Designer and Growth Strategist

Marketing Director @ SO-COL

February 2022 – November 2022 // Remote

- Led a data-driven marketing campaign using Google Analytics to increase website traffic by 18%, increase sign-ups by 21%, reduce our bounce rate by 32% and increase active users by 11%.
- 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; created and executed our go to market strategy.

Growth Manager @ IreneDAO

December 2021 – February 2022 // Remote

- Edited and wrote 4 twitter threads on Irene's 152k follower account resulting in a 17% increase in followers.
- 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.

Marketing Manager @ Mishkas

November 2020 – October 2021 // Davis, CA

- Wrote copy for our website, demonstrating Mishkas' commitment to environmentalism which increased online coffee sales by 22%.
- 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.

Marketing and Design Lead @ Java Detour

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
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Skills

Marketing/Data Analysis:

- SEO
- SEM
- CRO Testing

Tools & Frameworks:

- Asana
- Microsoft Project
- Scrum
- Google Analytics
- Keynote/Google Slides

Web3/Defi Tools:

- MetaMask
- dApps
- Gnosis
- Snapshot

Languages:

- Hindi (Native Speaker)
- Punjabi (Conversational)

Education

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

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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.