

Arjun Singh

Marketer, Editor and Content Strategist

Editor @ Center for AI Safety (CAIS)

July 2023 – August 2023 // Remote

- Edited the content of an AI Safety Course written by CAIS, providing detailed edits to all 64 chapters of their textbook
- Participated in weekly seminars; discussed content, structure, and how to improve student comprehension
- Gave detailed feedback regarding their visual and mathematical representations of utility functions to improve readability
- Made significant additions to their single-agent control, multi-agent dynamics, and safety engineering sections

Creative Director @ SO-COL

February 2022 – January 2023 // Remote

- Planned our 6k monthly social media budget and led 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 in 7 months
- Managed a 5 person marketing and design team; edited all technical materials, including our whitepaper and pitch decks
- Oversaw marketing analytics; 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%

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 growth marketing team; oversaw the writing of our DAO constitution and grew our Discord server to over 5k members.
- Planned content strategy 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

August 2020 – October 2021 // Davis, CA

- Made recommendations regarding structure, readability, and argument coherence; formatted dissertations in accordance with departmental guidelines
- All of the students that received assistance from me resolved the comments from their faculty advisors and received their Doctorate of Education

Contact

- Fremont, 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:

- Adobe Illustrator
- Adobe Photoshop
- Asana
- Ahrefs
- Scrum
- Mailchimp
- Google Optimize
- Salesforce
- Figma

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.