

EXPERIENCE

○ **MARKETING DIRECTOR // SO-COL** Feb 2022 - Nov 2022

- Oversaw the writing of our press release, whitepaper, as well as 24 social media posts, 18 medium articles and 13 blog posts.
- Demystified web3 terms such as "NFT", "multisig", and "DAO" resulting in 4k discord members and 14.9k Twitter followers.
- Successfully pitched to and partnered with 11 influencers with over 200K followers.
- Coordinated and led weekly meetings between SO-COL's marketing, and design teams.
- Ideated the platform's rarity distribution system to generate more value for users, resulting in 1500 beta sign-ups.

○ **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, helping grow our Discord server to over 5k members.
- Assisted in writing 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** Nov 2020 - Oct 2021

- Wrote copy to target a younger demographic and better demonstrate Mishkas' commitment to environmentalism.
- 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 resulting in a 7% increase in profit in the following 6 months.
- Led themed marketing campaigns for summer and winter and changed happy hour pricing strategy, increasing 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