

Arjun Singh

Marketer, Editor and Content Strategist

Creative Director @ SO-COL

February 2022 – November 2022 // Remote

- Oversaw the planning and execution of all digital marketing efforts including our whitepaper, 18 medium articles, and 13 blog posts.
- Wrote copy for 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.
- Led our partnership marketing and successfully pitched to and partnered with 11 influencers with over 200K followers.

Senior Content Strategist @ IreneDAO

December 2021 – February 2022 // Remote

- Planned content strategy and wrote copy for IreneDAO's 21.3k follower twitter account resulting in an 11% increase in followers.
- Oversaw the writing of the DAO Constitution and made final revisions to the plans for allocating 700k in treasury funds.

Content Director @ Java Detour

June 2018 – November 2021 // Remote

- Wrote copy for email marketing campaigns for summer and winter and ran A/B tests using Mailchimp, increasing open rates by 14%.
- Oversaw all social media channels, wrote copy for our posts, and managed a 2k monthly budget for paid campaigns on Instagram and Facebook.

Content Strategist @ Mishkas

November 2020 – October 2021 // Davis, CA

- Wrote copy for our website, demonstrating Mishkas' commitment to environmentalism, increasing online coffee sales by 13%.
- Created digital illustrations of the highest grossing drinks and led a social media marketing campaign that increased sales by 16%.

Editor @ UC Davis CANDEL Ed.D Program

March 2017 – April 2018 // 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

- Davis, 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:

- Asana
- Ahrefs
- Scrum
- Mailchimp
- Google Optimize
- Keynote/Google Slides

Web3/Defi Tools:

- MetaMask
- Gnosis
- Snapshot

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.