

## 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