

Saurav K. Thakur

Head of Marketing

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Wandless marketing wizard with over five years' experience in growth hacking, content creation, and all things crypto/finance.

I'm passionate about helping companies grow their bottom line through smart, data-driven decision making, and I love working with people who are dedicated to seeing their vision come to life.

SKILLS

- Leadership
- Problem-Solving
- Growth Hacking
- Content
- Strategy
- Communication
- Community-building
- Marketing
- SMM Tools

LANGUAGES

- English — Advanced
- Nepali — Native
- Hindi — Intermediate
- Maithili — Native

EXPERIENCE

Head of Content

Feb 2022 — Dec 2022

Orbis Labs

Oversaw a team of writers/editors producing 50 content pieces a month, ranging from blogs to SM posts, to ensure a cohesive marketing approach.

Head of Socials

Jul 2021 — Dec 2022

Ardana

Coordinated the company's advertising and activity on numerous social networks, including Twitter, Telegram, Reddit, and Discord.

Sr. Growth Lead

Jul 2021 — Aug 2022

Hype Partners

Worked with a 150+ team to create and implement strategies that helped our clients grow their businesses.

Chief Marketing Officer

Apr 2021 — Dec 2021

Hope Foundation

Set out to build a web 3.0 community that could impact the global mental health crises through proactive mental health awareness & initiatives.

Social Media Specialist

May 2021 — Sep 2021

Degens.VC

Created multiple posts each week to keep followers interested and engaged.

Community Manager

Feb 2020 — Aug 2021

Guarda Wallet

Interacted with customers, employees, and vendors on a daily basis; aimed to increase product awareness, attract new users, and retain existing ones.

Brand Ambassador

Apr 2020 — Oct 2020

ChangeNOW

Created and maintained an online presence of the company throughout all social media channels, ensuring its positive growth.

Freelancer

Mar 2018 — Jun 2021

Upwork

Worked w/ 100+ clients to build a creative marketing strategy that boosted their community growth by big numbers.