



Prateek Singh

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PROFESSIONAL SUMMARY

As a marketing professional with 4 years of experience, I have a background working in blockchain and web3 marketing. I have worked on numerous web3 projects and have developed expertise in creating GTM strategies, campaign strategies, IDO launches, product launches, SEO strategies, social media marketing strategies and influencer marketing strategies. Additionally, I have experience in defining roadmaps for growth and communication funnels. I am confident that my skills and experience make me a valuable addition to any team. P.S This summary is written by Chat GPT

SKILLS

- Marketing plan development
- Digital B2C marketing
- Metrics monitoring
- Digital campaign management
- Product launch
- Market strategy development
- Account management
- Cross-functional team leadership

EXPERIENCE

08/2022 - Current

Salted Social Pvt Ltd | Bangalore
Marketing Specialist

- Collaborated with product and tech team to develop strategic social media marketing initiatives for Midas Capital and Salted Social
- Investigated competitors and demographics to compare and evaluate the best marketing techniques for promoting Liquid Staking Campaigns
- Screened and approved social media marketing campaigns and plans before implementation to meet target goals.
- Engaged in client meetings to brainstorm new ideas for upcoming partnership launches for Midas Capital

05/2022 - 07/2023

Guardian Link | Chennai
Marketing Strategist

- Worked with marketing managers to develop digital campaign strategies, researching target audiences to launch Jump.Trade Cricket NFT collection and Game Launch
- Carried out research and prepared presentations for the game launch in collaboration with colleagues.
- Strategise the initiatives and build a roadmap for the MCL NFT launch which includes community relationship management
- Analysed market trends and advised the senior team members on budgeting for NFT promotion

08/2021 - 05/2022

GameStar Exchange | Casper, Wyoming, United State
Strategic Marketing Consultant

- Investigated competitors and demographics to compare and evaluate best marketing techniques to promote GameStar Exchange
- Devised marketing strategies and digital campaign for the launch of Gamestar Exchange native token GMS for the IDO, sold all the tokens in 5 minute

- Start-up background
- Training and mentoring
- Branding development
- Project management
- Team-orientated mentality
- Innovative and creative

CERTIFICATIONS

- Become an online marketing manager by LinkedIn
- The fundamentals of Digital Marketing by Google
- Growth hacks by Vaibhav Sisinty from Growth School
- Content Marketing by HubSpot
- SMM Marketing by HubSpot

- Used influencer marketing, PR and community management to grow the community by 20x in 2 months of IDO launch
- Screened and approved marketing campaigns and plans before implementation to meet target goals.
- Oversaw department budget to develop cost-effective measures for marketing initiatives.
- Lead the branding and co-marketing initiatives with partners for Mainnet launch and devised referral marketing plan for user growth

05/2021 - 04/2022

BLOCKWIZ SOLUTION PVT. LTD | Toronto, Canada
SENIOR ASSOCIATE, STRATEGY

- Led team of marketing strategy associates, social media associates and brand design team to develop multiple campaigns for our clients from the ideation to execution phase of the project lifecycle.
- Worked on multiple strategies for clients from the various niche in the crypto industry like Exchanges (KuCoin, WazirX, AQRU, Ctrade, Eqonex, Cobidex, Mudrex); NFT (AAANFT, Colexion, Metaplan); DEFI (Uniris, Luna Swap, Optyn, EasyFi), Protocols and few others.
- Working closely with the CEO in his advisory team to create strategic plans for GameStar Exchange, megaverse, metaplan and other projects, for their Token Launch, Beta Testnet launch, and main net launch.
- Providing market research, analyses, and insights into the latest industry trends.
- Developing actionable marketing strategies driven by insight, channeled by cultural understanding, and powered through research.
- Responsible to drive the strategical conversation with the client to understand their needs and keep giving new ideas throughout the campaign execution.

04/2018 - 07/2020

AIILSG
DIGITAL MARKETING ASSOCIATE

- Wrote high-quality content around various topics covering 17 SDGs daily for website viewers and monthly magazine subscribers of Urban Update Magazine
- Created a wide variety of digital marketing content, including blogs, social media content, videos, presentations and digital adverts.
- Edit and rewrite articles assigned from time to time, and perform extensive research to collect data including images to develop info graphs
- Designed and executed social media strategy to increase brand awareness and engage daily news consumers.
- Planning, optimizing and managing ads posted on various social media handles and google

- Worked closely with Designers and Editors to finalize and publish monthly magazines, pamphlets and other print items for events
- Devised and distributed innovative, high-performing email marketing campaigns, maximising reader engagement.

EDUCATION

2017

PDM COLLEGE OF ENGINEERING

BACHELOR OF TECHNOLOGY: COMPUTER SCIENCE AND
ENGINEERING