

Asfandyar Khan Arzani

Work experience

Project Manager via Sprocket (June 2021 - Present)

Direwolf x Untamed Isles

Direwolf is a community based cryptocurrency developing an NFT Gaming Marketplace

- Managed the **lifecycle of the Kickstarter Campaign** which ended up generating over **\$NZ 800,000**
- Community Development for DireWolf across 12 Social Media Platforms raising token holders to **11,000 in the 30 days**
- Created **Whitepapers, Business Plans, Pitch Decks and Executive Summaries** for DireWolf Token (Utility Cryptocurrency entering the NFT Market)

MetaRotts DeFi

A metaverse project with the first Cryptocurrency Animated Series and an On-chain Educational Comic Series

- Designed and created the **Litepaper, Metadata and growth strategies** for Rotts Revolution NFTs
- Curated the **launch of the NFT project** with a host of influencer collaborations launching on the ERC-721 Standard
- Developed the foundations of the project from script writing to storyboarding to character designs

PumpDAO

A Decentralized Investment Vehicle that enables investors to pool and choose investments using DAO voting

- Developed the project **leading 4 teams** i.e. Strategy, Content, Creative and Digital Marketing
- Developing **Marketing Strategies**
- Developing **Project Growth Plans** using various marketing tools

Public Speaking Head Central Region via The City School (August 2020 - Present)

Generating a network wide curriculum across 4 cities and training students for International Public Speaking Forums

- Generating a network wide curriculum **across 4 cities** to teach logical deduction and analytical thinking
- Trained **100+ students** for International and National International Public Speaking Forums
- Previously Debate Coach at Learning Alliance, Beaconhouse, LGS with students reaching the Semi-finals of the U-19 National Debate Tournament

Skills

Whitepaper Writing

Business Plans/Executive Summaries

Project Development

Website Audits

Pitch Decks

Proficiency

MIRO

Asana

Discord

Microsoft Office

SEO Optimization

Strategic Planning for Brand Development

Slack

Overseeing Teams and Ensuring KPIs

Social Media Ad Buying

Creating Systematic Workflows

Notion

Digital Marketing Plans

Hootsuite

Other Accomplishments 🏆

- Judged the semifinal at the Euro-Asian Schools Debating Championship 2013
- Judged and participated in over 100 National and International Debating Tournaments
- Won 3 Best Speaker and 4 Best Delegate Awards at National Debating Tournaments
- Hosted and Managed Model United Conferences with up to 1000 participants

Education


Bachelor's Degree - Sociology & Social Work

Punjab University 2018


A-Levels

Lahore Grammar School 2013

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