

Vikrant Mehra

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WORK EXPERIENCE

ZebPay | zebpay.com

July '20-present

Digital Marketing Executive

India's first cryptocurrency exchange, facilitating more than \$4bn in decentralized finance transactions.

Content

- Redesigned content strategy, bringing the brand its first million readers, improving time spent on blog by 1,021.90%
- Introduced and curated a weekly newsletter with a 24% open rate on developments in the blockchain space

Growth

- Automated a communication plan for user onboarding, bringing a 2x improvement to completion rates
- Built ZebPay Learn, a jargon-free cryptocurrency education program, designed to help users begin investing with confidence

Retention

- Improved WoW retention of trading users by 37% via an omni-channel lifecycle management plan

The Red Pen | theredpen.in/

Mar '18-Jul '21

Associate – Undergraduate and Boarding School Consulting

Independent education consulting firm, helping applicants plan their school, university and postgraduate education.

Advisory

- Directed application journeys for 130+ families including institution fit, profile development, subject-selection, college admissions procedures, change of school and curricula and gap-year strategies
- Raised over USD 300,000 in merit-based and need-based financial aid

Business Development & Growth

- Co-managed the boarding school service line, nearly tripling the client base.
- Represented Verto Education at agent interactions and school visits in Delhi, Mumbai, Hyderabad and overseas in Doha, Qatar

VOLUNTEERING

Crypto Relief Fund | cryptorelief.in

Apr '21-present

Marketing Lead and Social Media Manager

Lead a 10-person team to build the fund's online community across channels; liaison with brands for awareness and fundraising; \$1.03 billion raised to date

EDUCATION

St Xavier's College, Mumbai

Bachelor of Arts in Business and Economics | 2.94/4.00

CERTIFICATION

Blockchain Council

Cryptocurrency Expert

TEST SCORES

GMAT – 730, Dec 2020

Quant 46, Verbal 45

GRE – 324, Jun 2019

Quant 160, Verbal 164

INDEPENDENT WORK

Education Consulting

Assisted 12 students with application and essay support; admits at King's College and Indian School of Business

Marketing Lead

Oct'20 – present

Lead marketing for Mezami, a currently bootstrapped SaaS built to simplify networking