

Rishank Jhavar

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RELEVANT EXPERIENCE *Director of Marketing* June 2018 - Present
Deqode, Global (USA, Singapore, India)

- Started as a Blockchain Developer. Quickly rose through the ranks to lead the sales and marketing team.
- Executed the rebranding of the company from 'Techracers' to 'Deqode'. Shot up MRR to upwards of USD 500K per month with innovative email campaigns.
- Hands-on copywriter. Wrote everything: from hundreds of sales email pitches and marketing documents - to legal.
- Led the development and implementation of annual content marketing plans that resulted in 40 percent sales increase in a flat growth industry.
- Shot up marketing qualified leads to more than 110 percent from the previous brand.
- Led sales and marketing strategy for Deqode Labs. Ideated and sold multiple SaaS tools.

Co-founder December 2013 - March 2016
Crizic, Subcontinent (India, Nepal, Sri Lanka)

- Founder of the (now inoperative) content marketing organization, along with an experienced IT professional and an ex-McKinsey consultant.
- Helped rank the company amongst the top content websites worldwide, and made it one of the most visited pop-culture media websites in the subcontinent.

OTHER ROLES *Podcaster* July 2020 - July 2021
Sunsaan (200K+ Listens)

Application Development Associate May 2017 - June 2018
Accenture

Marketing Freelancer Summers 2013-2017
AISECT (Indian Government), Yug Shakti (Indian Government)

Author September 2015
Champion's Handbook - Meteoric Guide to Meteoric Success

SKILLS *Marketing Tools:* HootSuite, SEMRush, Latex, Sony Vegas, Audacity, Adobe Creative Suite (Photoshop, AfterEffects), Hubspot CRM, Zoho CRM, Mailchimp
Technologies: Blockchain (BTC, ETH, Hyperledger, Corda - Certified), Wordpress, UiPath (RPA), Node.js, SQL, Javascript, Java (Struts), HTML/CSS, ExpressJS, DB2, MongoDB, Construct (HTML5 Game Designing), Git,
Certifications: Red Hat Certified Delivery Specialist, Corda Certified Developer, UiPath Advanced RPA Developer, ICOBench certified expert