

# Arjun Guru

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## Summary

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Multidisciplinary professional with 5+ years of experience building and creating products in the web2 and web3 spaces.

Built and grew multiple brands from the ground up. Exceptional at creating MVPs and testing hypotheses with limited resources. Excellent leadership, story-telling and communication skills.

Recognized for proficiency in devising and executing impactful GTM strategies for new markets and products, facilitating successful product launches, expanding market reach, and driving accelerated revenue growth.

## Experience

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### Kleros Cooperative | Remote

#### Product Manager | 07/2022 - 05/2023

- Worked on bootstrapping a permissionless freelance translation marketplace for web3. (<https://linguo.kleros.io>)
- Assessed and implemented a new model, launching a translation marketplace with over 500 translations.
- Executed GTM strategies and boosted user numbers by 20x and translation completion rates by 10x through various initiatives.
- Engaged with users to understand their needs, leading to the addition of features that enhanced our product.
- Conceived social media and marketing strategies that drove a 75% increase in new users.
- Conducted thorough product testing, improving user experience by prioritizing bug fixes and enhancing the user interface.
- Collaborated with C-level executives to ensure alignment between product objectives and company goals.
- Established partnerships with Ethereum Foundation and other protocols for robust product testing.
- Led a strategic shift in operations by analyzing 9-month user data, boosting developer productivity by 30% and saving \$200K.

### Pet Care Gurus | Kochi, Kerala

#### CEO / Founder | 06/2020 - 10/2021

- Launched a service-based startup after diligent Product-Market Fit validation.
- Conceptualized the GTM strategy and capitalized on diverse marketing channels, ensuring a consistent 25% growth in inbound leads.
- Acted as a versatile leader, spearheading marketing and project management for innovative services.
- Developed an optimized website for a streamlined onboarding process.
- Successfully onboarded 300+ clients, 10+ partners, 50+ foster homes, and 20+ sitters onto the platform. Completed 1000+ unique bookings.
- Crafted comprehensive training materials and SOPs, enhancing user competency.
- Implemented strategies, achieving a remarkable ~95% customer retention rate.
- Created and transitioned operations to a web app, elevating operational efficiency and improving user experience.

### Roms N Raks | Kochi, Kerala

#### Operations Manager | 02/2020 - 06/2020

- Designed operational flow, established KPIs, and automated finance operations, including tax, audit, and cash flow management.
- Spearheaded the successful setup of multiple retail stores across seven distinct locations, managing the onboarding of new recruits.
- Optimized operational workflow and booking processes, resulting in a significant 35% productivity boost.
- Coordinated cross-channel marketing campaigns, enhancing brand visibility and reach

### Arjun Guru - Psychological Entertainment | New Delhi, Delhi

#### Founder / Mentalist & Magician | 12/2015 - 02/2020

- Orchestrated client relations and outreach, building a robust network.
- Collaborated with diverse teams to ensure timely delivery of promotional materials.
- Executed numerous high-impact publicity stunts and promotions, boosting visibility.
- Delivered two TEDx talks on mentalism, sharing expert insights with a global audience.
- Showcased performances at over 200 venues, captivating audiences of 10000 individuals with magic and mind reading acts.

## Education

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**London School of Economics and Political Science**

**B.Sc. Economics and Finance | 06/2018**

Subjects: Economics, Corporate Finance, Econometrics, Organisational Psychology, Statistics.

Graduated with first-class honours.

## Interests

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- Community building and story telling.
- Long-term animal welfare volunteer.
- Self-learner. Currently learning Web Development. (JS, React, Solidity)
- Highly Driven. Extremely good at getting from Zero to One.
- Financial trader focusing on web3 assets and underlying derivatives.