

DILSHAN SINGH SOHI

+44 7518685552 dilshansohi@gmail.com

EDUCATION

2021 - 2023	Coventry University <i>BSc International Business Management</i> <i>First Class Honours</i> Dissertation: Investigating The Sustainability of Cryptocurrencies Additional: Professional Film Project	England
2018 - 2019	PSB Academy <i>Diploma in Business Administration (Digital Marketing)</i>	Singapore

WORK EXPERIENCE

2023 - Present	Pionex Business Development Specialist (Part-Time) <ul style="list-style-type: none">Identified and built relationships with over 100 local KOLs/influencers/communities, projects, and other potential partners to promote Pionex in the European market monthlyDeveloped and executed KOL marketing strategies to drive user growth and trading volume growth to over \$50,000 monthly	Remote
2023 - Present	Breitling Luxury Watch Specialist <ul style="list-style-type: none">Actively promoted and sold Breitling watches to customers, with a 100% record in exceeding sales targets every monthUtilised CRM software to track customer interactions, preferences, and sales history for better customer service and targeted marketing efforts	England
2021 - 2023	The Kingdom (NFT Projects) Founder <ul style="list-style-type: none">Spearheaded NFT projects; utilised growth strategies, giveaways, and collaborations weeklyExpanded projects' communities to over 100 active members and more than 1,000 true followers organically	Singapore
2019 - 2020	Retro Football Kits Shop Founder <ul style="list-style-type: none">Implemented targeted Instagram and Facebook advertisements with £50 weeklyEstablished collaborations and sponsored posts with social media influencers monthlyIncreased followers by up to 10x (from 60 to 600 followers) and sales by up to 5x (from an average of 1 sale/day to 5 sales/day)	Singapore
2019	WWF Singapore Intern <ul style="list-style-type: none">Created engaging content and interacted with comments on social media of WWF, leading to over 250 sign-ups for the World Ranger Federation Congress 2019	Singapore
2017 - 2023	Private Watch Dealer & Content Creator <ul style="list-style-type: none">Sourced luxury wristwatches for clients domestically and internationallyUtilised social media platforms such as Instagram, Facebook, and YouTube to create engaging content leading to an improved knowledge of wristwatches and a corresponding increase in sales	Singapore

ACHIEVEMENTS

2022	Coventry University BSc International Business Management Star Award <ul style="list-style-type: none">Awarded for outstanding contributions to the course in the 2021/22 academic year	England
2021	NFT Project Success <ul style="list-style-type: none">Launched an NFT project from scratch and sold a rare piece for £1,550	Singapore
2020	Business Milestone <ul style="list-style-type: none">Made £20,000 of revenue (£12,000 profit) in the first month of Retro Football Kits Shop sales on Shopify	Singapore

ADDITIONAL SKILLS

Social Media Skills

Hootsuite Marketing, Instagram, Facebook, & Twitter Management and Marketing, Social Media Influencer Management and Marketing, B2B Partnership Management and Collaboration Marketing

IT Skills

Shopify Management, Discord Management, Final Cut Pro X Content Creation, Microsoft Office

Languages

English (Native), Mandarin (Conversational), Malay (Basic), Italian (Learning)

EXTRACURRICULAR ACTIVITIES

- Coventry University Investment Society
- Coventry University Global Leaders Programme