

# satyarth mishra

*fintech + blockchain | public relations & marketing*

Innovation from organisations alone does not ensure success. It is very important that people at large recognise the brand and its character when they are posed with making a choice. Reasons for recognition and character are to be created within, and then exhibited through the right channels.

## CONTACT

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## EXPERIENCE

### **COSS - EXCHANGE & WALLET, Marketing, Partnerships and PR**

May, 2019 – Present

The COSS platform consists of an exchange supported by a fiat gateway, a multi-asset wallet, crypto utility services, a platform for IEO launches and promotions, and a digital asset marketplace.

- + Merger communications
- + Reputation management
- + Media and public relations
- + Marketing communications
- + Partnerships
- + Social media management
- + Content creation and distribution
- + Community engagement
- + Crisis communications

### **COSS EXCHANGE LIQUIDITY TOKEN, Marketing & Community Relations**

April, 2019 – May, 2019

The CELT bot originated as a community project to provide liquidity on [COSS.io](https://coss.io) through community funding. Community members funded ETH to the bot in lieu of CELT at a fixed price. The latest version released in April 2019 introduced a DAO smart contract and open order book trading on the exchange. Supported pro-bono.

- + Website development
- + Search engine optimisation (SEO)
- + Community management
- + Token listing
- + Brand visibility on token trackers and wallets
- + IEO marketing

## **FINTECH + BLOCKCHAIN, Public Relations & Marketing**

Oct, 2014 – Present

Currently focused on Fintech, Blockchain technology companies for marketing communications across channels. Worked with various technology startups (fintech, food tech, ride sharing, fashion commerce, etc.) across Europe and Asia to establish standard marketing processes, as suitable to the growth phase of the company.

- + Media and public relations
- + Marketing communications
- + Social media management
- + Content creation and distribution
- + Search engine optimisation (SEO)
- + Community management
- + Paid social media advertising
- + Reputation management
- + Crisis communications
- + ICO marketing

## **LATTICE80, Marketing and Research Analyst**

Mar, 2018 – Mar, 2019

Rejoined the team remotely, working full time, to support with various functions.

- + Content creation and distribution
- + Public relations
- + Community management
- + Search engine optimisation
- + Generating industry reports across various categories
- + Global Fintech database management
- + ICO marketing for launch of KAYA token

## **FINTECH ASIA, Journalist**

Jun, 2017 – Nov, 2017

End-to-end Management of Fintech Asia

- + Content creation and distribution for <http://www.fintechasia.net/>
- + SEO
- + Profiling leading Fintech companies and influencers based in Asia and Middle East
- + Interviews, lists, infographics
- + Social media management
- + PR and media partnerships

## **LATTICE80, Public Relations and Communications**

Jan, 2017 – Mar, 2017

LATTICE80 is the world's largest, international Fintech hub based in Singapore.

Part of Marvelstone Group.

- + Content creation across various channels - social media, blogs, newsletters, etc.  
(LATTICE80, Fintech Asia, Blockchain Journal Asia)
- + Facilitate and streamline networking opportunities with international fintech ecosystem
- + Social media management

## **CITRUS PAY, Marketing Communication & Strategy**

May, 2015 – Jul, 2016

Citrus Payment Solutions (acquired by PayU India of Naspers) is one of India's leading payments processing company, with a Gross Merchandise Value of over \$3 billion in a short span. The company provides payment gateway systems, mobile wallet solutions, and other products in the digital payment industry - while working with top banks in the country. Responsibilities, but not limited to:

- + Leadership communication through global PR
- + Social media management
- + Paid search, Facebook, Twitter and YouTube campaigns for brand visibility
- + Search Engine Optimisation (SEO)
- + Google Analytics tracking and reporting
- + Email and other stakeholder specific marketing communications
- + Sales lead generation through social media and web mining
- + Internal communication and employee engagement
- + Community outreach
- + Consumer grievance resolution and online reputation management
- + Loyalty and affiliate promotions

### **NAHAR GROUP**

*Public Relations Manager (maternity cover) | Sep, 2014 – Oct, 2014*

### **MSLGROUP**

*Management Associate | Mar, 2014 – Aug, 2014*

### **MSLGROUP**

*Public Relations Intern | Feb, 2014 – Mar, 2014*

### **LEEDS UNIVERSITY BUSINESS SCHOOL**

*Masters Student | Sep, 2012 – Nov, 2013*

*Masters Dissertation Research - 'The Need of Better Business-Government Relations and Efficient Public Affairs Communications as a Primary Role of the Corporate Communication Function'*

### **SCARECROW COMMUNICATIONS**

*Creative Intern (Copywriter) | May, 2011 – Jun, 2011*

### **PRESS TRUST OF INDIA**

*Intern (News Co-ordinator) | May, 2010 – Jun, 2010*

## **EDUCATION**

### **UNIVERSITY OF LEEDS, United Kingdom**

*Masters - Corporate Communications and Public Relations | Sep, 2012 – Dec, 2013*

Modules undertaken on-campus for completion of Master of Arts degree at Leeds

University Business School (Faculty of Marketing):

- + Corporate Communication Strategy
- + Public Relations in Practice
- + Brand Identity and Corporate Image
- + Corporate Social Responsibility and Sustainability
- + Internal Communications and Change Management
- + Marketing Communications
- + Consumer Behaviour
- + Marketing Research

### **UNIVERSITY OF MUMBAI, India**

*Bachelor of Mass Media - Journalism | Jul, 2009 – May, 2012*

Modules undertaken on-campus in Mumbai at Bhavan's College:

- + English Literature
- + Psychology
- + Political Science
- + Cultural Studies
- + Understanding Cinema
- + Principles of Management
- + Organisational Behaviour
- + Mass Media Research
- + Feature and Opinion
- + Reporting
- + Journalism and Public Opinion
- + Indian Regional Journalism
- + Business and Niche Journalism
- + News Media Management
- + Press Laws and Ethics
- + Internet and Issues in Global Media