

# SAURABH SURANSE

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unpaidfounder.xyz



## SUMMARY

As a CMO Chief Misfit Officer at Life, I am an unconventional marketer with a passion for building self-sustaining communities and ideology-driven brands. With a craftsman's approach to work, I enjoy building things from scratch and taking a hands-on approach to marketing and brand development. I am excited to bring my unique perspective and experience to a company that values creativity, innovation, and a strong brand identity.

## EDUCATION

### Current - Pune University

Bachelor of Business Administration.  
Sept 2021 - June 2024

### Past - Junior collage - NK. Gokhale collage, Akola

Sept. 2018 to June 2019

### School - Mount Carmel International School, Akola

Passed boards in 2016-2017

## SKILLS

- **Community Building:** Skilled in community engagement
- **Social Media Management:** Proficient in social media strategy
- **Project Management:** Experienced project manager
- **Marketing and Branding:** Strong background in marketing
- **SEO, A/B Testing, Audience Segmentation:** Knowledgeable in digital marketing tactics

## CHARACTER REFERENCES

- Roshan vadassery  
Founder, Permissionless  
Email - roshanvadassry@gmail.com

## PROFESSIONAL EXPERIENCE

### Recent work ~ EX-founder & CEO

ActualOne | Sept 2022 to Aug 2023

- Founded and managed a web3 marketing, content production, and community development company.
- Secured several community and global events partnerships.
- Built a global ambassador program and worked on brand positioning and business development.
- Scaled the community from a college club to thousands of web3 enthusiasts worldwide.
- Enjoyed build this misfit shit.

### Past ~ Community Manger

HashCase Internship

HashCase.co | Oct 2022 - Dec 2022

- Assisted with social media management and community building at HashCase.
- Handled social media accounts, created engaging content, and built initial community for the brand.
- Contributed to the development of social media strategies to increase brand awareness and engagement.
- Gained valuable experience in digital marketing and community building during the internship.

### Current work ~ Unpaid founder and Chief Misfit Officer (CMO)

The Unpaid Company | 2024 ~

- Working with Key Opinion Leaders (KOLs) and KOL marketing.
- Assisting founders in building their personal brand.
- Creating content and developing content strategies for founders.
- Executing Go-To-Market (GTM) campaigns.