

Naman Sinha

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Summary

Community & Social Media professional with 4 years of experience in audience growth, content strategy, creator partnerships, campaigns and analytics. Experienced in building and scaling digital communities, using social insights and AI-assisted workflows to improve content, engagement and performance across platforms.

EXPERIENCE

Adhook Media Pvt Ltd | New Delhi **Community Manager | 11/2025 - Present**

Managing and growing user communities across two platforms, collaborating with product, web, SEO, content, and design teams to drive engagement and brand growth.

- Grew Instagram following by 2,600+ followers with 3.5M views, 2.1M reach, and 366K+ content interactions, driven 92% organically.
- Managed community for a cricket opinion & debate platform; supported webpage design and launch based on user feedback.
- Coordinated with SEO team to improve search visibility and organic growth.
- Collaborated with content and social teams to grow brand presence and follower count.
- Managed and grew communities for a crypto digital marketing agency across tokens, NFTs, exchanges, wallets, GameFi, and DeFi projects.

Rooter Sports Technologies Pvt Limited | New Delhi, Delhi **Community Manager 1 | 04/2024 - 11/2025**

- Built gaming communities from scratch and pushed 500K Impressions in 3 months.
- Used data to optimize gaming community growth and increase content performance by 15% using various KPIs, including Time Spent, Retention, Conversions, and more.
- Managed content and campaigns for gaming and e-commerce products for - Intel, Garnier Men, Lenskart, AMD, Set Wet, Campus, Mountain Dew, BGMS, Mother Dairy
- Used SQL to build reports for the financial management of over 300 active content creators on the platform,

Rooter Sports Technologies Pvt Limited | New Delhi, India **Community Executive 2 | 04/2023 - 04/2024**

- Built and scaled the Minecraft community from scratch, achieving 100K+ daily viewership and a 70%+ watch rate.
- Successfully launched the Parallel TCG community in India, growing YouTube subscribers to 4,000+ and Discord members to 600+ in just 2 months.
- Led community-driven initiatives such as tournaments, referral programs, and Discord activations, increasing user participation.
- Developed and implemented data analytics strategies to track performance and improve platform engagement.

Rooter Sports Technologies Pvt Limited | New Delhi, India **Community Executive | 04/2022 - 04/2023**

- Expanded and activated our Discord community from 400 members to over 100,000 by analyzing user preferences to foster engagement, and managed the streaming category, successfully achieving a 5% increase in viewership.
- Collaborated with prominent brands such as 1XBet, Betway, and Codashop, using data to enhance and streamline our marketing campaigns.
- Built and managed strong relationships with influencers and content creators, utilizing data insights to drive user interaction and increase platform adoption.

SKILLS

Community Engagement, Digital Marketing, Data Analysis, Community Building, Event Planning, Problem Solving, Strategic thinking, Team collaboration, Communication skills, Leadership, Content Strategy & Creation, Social Media Management, Microsoft Excel, Generative AI, Prompt Engineering, Claude, AI Research & Analysis, AI Workflow Automation

EDUCATION

Buddha Institute of Technology | GIDA, Gorakhpur
B. Tech (Electronics and Communication) | 08/2022

- Major Courses: Network Theory, Signal System, Control System, Digital Electronics, Digital Communication, Communication System, Electronic Devices and Circuits
- 1st Position in *Declamation*, *Ad-Mad*, and *Tech Yuva 2021* Paper Presentation
- 2nd Position in *Tech-Yuva*