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Top Skills

community growth

User engagement

SEO

Certifications

Python

Introduction to Generative AI

SQL (Basic)

Programming for Everybody
(Python)

The Fundamentals of Digital
Marketing

Naman Sinha

Community Manager at Adhook Media

New Delhi, Delhi, India

Summary

3 years in Community & Content Management with proven success in fostering a community of 200K gamers and boosting engagement. Skilled in content creation, social media, influencer partnerships, and campaign management for brands and ecommerce. Experienced in product launches, seasonal sales, and data-driven strategy improvements. Creative, collaborative, and passionate about growing brands and fostering strong player connections.

Experience

AdHook Media

Community Manager

November 2025 - Present (4 months)

New Delhi, Delhi, India

Managing and growing user communities while supporting product and brand growth across two platforms. Working closely with product, web, SEO, content, and design teams to build engaged and active communities.

Cricket Binge:

- Managing the community for a platform built for hardcore cricket fans who enjoy opinions, debates, data, and match moments beyond just news.
- Working with the web team to design, launch, and improve webpages based on user interests and community feedback.
- Coordinating with the SEO team to support organic growth, improve search visibility, and increase impressions.
- Collaborating with the content and social teams to grow brand presence and followers across platforms.
- Assisting in planning and promoting podcasts to strengthen community engagement.

Futurenomics.io:

- Managing and growing communities for a crypto digital marketing agency working with small and mid-cap projects across tokens, NFTs, exchanges, wallets, GameFi, and DeFi.
- Handling community engagement across X (Twitter), Reddit, and Telegram.
- Sharing user insights and contributing feedback for website UI/UX improvements to enhance clarity and user experience.

Router.gg

3 years 8 months

Community Manager

April 2024 - November 2025 (1 year 8 months)

New Delhi, Delhi, India

- 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.

Community Executive 2

May 2023 - November 2024 (1 year 7 months)

New Delhi, Delhi, India

- 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.

Community Executive

April 2022 - May 2023 (1 year 2 months)

New Delhi, Delhi, India

Router App

Community/Content

April 2021 - November 2021 (8 months)

India

Education

Buddha Institute of Technology

B.Tech · (August 2018 - August 2022)