



# ATTREYEE KHASNABIS

Content Marketing & Project Management Professional

## Professional Summary

Results-driven Content Marketing and Project Management Professional with over a decade of experience in strategizing and executing innovative campaigns to enhance brand visibility and market reach. Proficient in business analysis, stakeholder management, and project execution, adept at leading cross-functional teams, gathering and analyzing requirements, and driving data-driven strategies for enhanced user engagement and ROI.

+91 9331688452

attreyee.khasnabis@gmail.com

91, Rashbehari Avenue,  
Kolkata - 700 026

## Core Competencies

- **Project Management Tools:** Asana
- **Business Analysis:** Requirements Gathering, Process Mapping, SWOT Analysis
- **Content Marketing:** Enhancing brand visibility, engagement, and conversions
- **Digital Marketing:** SEO, PPC, Email Marketing, Social Media Strategy
- **Technical Proficiency:** Microsoft Office Suite, WordPress, ChatGPT, DALL-E, Grammarly
- **Soft Skills:** Problem-Solving, Team Collaboration, Creative Thinking

## Education

### NMIMS Global School for Continuing Education

*Professional Diploma in Digital Marketing*

August 2021 – July 2022

### Jadavpur University

*Master of Arts in Political Science*

*With International Relations*

July 2011 – May 2013

## Experience

### PokerGuru.in (Guru Sports Media Pvt. Ltd)

June 2018 - Present

#### Content Marketing and Project Lead

March 2023 – Present

- Spearheaded multi-channel marketing campaigns, achieving a 20% increase in user engagement and a 15% boost in conversions.
- Managed partnerships with key stakeholders and vendors to ensure seamless campaign execution and resource allocation.
- Directed cross-functional teams across India, fostering collaboration among marketing, design, and editorial units for successful project outcomes.
- Conducted business analysis to identify gaps in workflows, resulting in a 25% improvement in process efficiency.
- Established KPIs for marketing initiatives and tracked performance to ensure alignment with strategic objectives.

#### Senior Project Manager – Content & Strategy

May 2020 – March 2023

- Managed cross-functional teams to deliver high-quality editorial projects, enhancing SEO rankings and organic traffic by 35%.
- Cultivated partnerships with vendors and collaborators to expand content reach and improve project outcomes.
- Streamlined workflows and processes, reducing project turnaround times by 15%.
- Led stakeholder meetings to gather requirements and develop innovative content strategies aligned with business goals.
- Mentored and trained team members, fostering a culture of continuous learning and innovation.

#### Content Analyst and Project Coordinator

June 2018 – May 2020

- Coordinated content development projects, leveraging tools like Asana for task tracking and reporting.
- Gathered and analyzed requirements, translating them into actionable plans for content initiatives.
- Applied SEO best practices to optimize content production, increasing audience engagement by 20%.
- Collaborated with graphic designers and videographers to ensure cohesive campaign execution.

### APS Digital

August 2014 – May 2018

#### Content Team Lead

July 2016 – May 2018

- Led a team of writers and editors to produce high-quality, SEO-optimized content, resulting in a 30% increase in website traffic.
- Managed project timelines and allocated resources to meet tight deadlines effectively.
- Designed and implemented creative strategies that boosted brand awareness and customer engagement.

#### Senior Content Writer

August 2014 – July 2016

- Created engaging content across diverse platforms, driving brand visibility and audience retention.
- Developed innovative strategies to enhance digital marketing outcomes.

## Certifications

- **Stukent Mimic Social Certification** (May 2022)
- **Stukent Mimic Pro Certification** (December 2021)

## Debasree Roy Foundation January 2013 - August 2014

### **Content Writer**

June 2013 - August 2014

- Created engaging content tailored to the foundation's audience.
- Maintained high standards through rigorous editing and proofreading.

### **Content Writing Intern**

January 2013 - June 2013

- Developed informative content for the website and social media.
- Assisted in digital campaigns and conducted thorough research.

## Projects

### **Live Campaigns**

**Role:** Managed field reporters, graphic designers, and videographers at major poker tournaments.

**Key Achievements:** Delivered comprehensive event coverage for Baazi Poker Tour ([2020](#) & [2022](#)), India Poker Championships ([2020](#) & [2022](#)), and Deltin Poker Tournament Xpress ([2020](#)).

### **Remote Campaigns**

**Role:** Coordinated with international tournaments, focusing on the performance of Indian players.

**Key Achievements:** Successfully delivered remote coverage for the Asian Poker Tour Hanoi Billions ([2023](#)).

## Achievements

- Boosted organic traffic by 35% through innovative content strategies.
- Improved team efficiency, reducing turnaround times by 15%.
- Successfully led cross-functional teams for seamless campaign execution, enhancing ROI by 20%.