



# Attreyee Khasnabis

Content Marketing Lead

## Profile

Strategic Content Marketing Lead with over a decade of experience, skilled in developing and executing innovative campaigns to enhance product and service visibility. Proficient in driving market growth, increasing customer acquisition, and collaborating effectively with teams for successful project execution.

## Work Experience

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

June 2018 - Present

#### Content Marketing Lead | March 2023 - Present

- Spearheaded innovative content strategies, boosting brand visibility and market reach
- Managed cross-functional teams for seamless marketing campaigns
- Enhanced user experience and conversion rates through data-driven content personalization

#### Senior Editor | May 2020 - March 2023

- Increased user engagement and SEO rankings by leading the editorial team
- Streamlined editorial processes, improving content quality and productivity
- Mentored junior editors, fostering a culture of continuous learning and innovation

#### Content Editor | June 2018 - May 2020

- Developed and executed content strategies aligned with marketing goals
- Applied SEO best practices, increasing organic traffic and audience engagement
- Introduced creative content concepts, setting the brand apart

### APS Digital

August 2014 - May 2018

#### Content Team Lead | July 2016 - May 2018

- Led and mentored a team of content writers and editors
- Implemented creative projects, boosting engagement and website traffic
- Ensured high-quality, SEO-optimized content production

#### Senior Content Writer | August 2014 - July 2016

- Produced high-quality, engaging content across diverse platforms
- Developed innovative content strategies, enhancing brand awareness

## Contact

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## 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 Relation

July 2011 - May 2013

## Skills

**Content Marketing:** Enhancing brand visibility, engagement, and conversions

**Social Media Marketing:** Driving audience growth and interaction

**Digital Marketing:** Boosting online presence through SEO, PPC, and email marketing

**SEO Proficiency:** Optimizing content for search engines

**Writing and Editing:** Creating and refining engaging content

**Project Management:** Ensuring timely delivery of multiple projects

**Communication:** Clear idea conveyance and team collaboration

**Creative Thinking:** Innovating to engage audiences

## Certifications

May 2022 | Stukent - Mimic Social  
Certificate of Completion

December 2021 | Stukent - Mimic Pro  
Certificate of Completion

## 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:** Led teams of field reporters, graphic designers, and videographers at multiple live poker tournaments in Goa

**Collaborations:** Partnered with major live poker tournament brands to provide comprehensive on-ground event coverage

**Baazi Poker Tour:** [2020](#) & [2022](#)

**India Poker Championships:** [2020](#) & [2022](#)

**Deltin Poker Tournament Xpress:** [2020](#)

### Remote Campaigns

**Role:** Collaborated with international poker tournaments to deliver remote coverage, focusing on the performance of Indian players

**Asian Poker Tour Hanoi Billions:** [2023](#)

## Software & Tools

ChatGPT 4o | Gemini Pro | DALL-E | Grammarly |  
Microsoft Word | Microsoft PowerPoint | WordPress