

ATTREYEE KHASNABIS

CONTENT MARKETING & PROJECT MANAGEMENT LEAD



CONTACT

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Kolkata, West Bengal, India

[LinkedIn/Portfolio](#)

SKILLS

- Content Strategy & Editorial Operations
- Growth/Campaign Marketing
- Cross-Functional Program Management
- KPI Design & Reporting
- SEO & Search-Intent Mapping
- Risk Identification & Mitigation

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Bengali (Basic)

TOOLS

- GenAI: ChatGPT, Gemini, DALL·E
- WordPress
- Asana
- MS Office
- Grammarly
- Canva



PROFILE

Content marketing and project leader with over a decade of experience delivering audience-first campaigns, editorial programs, and growth initiatives across digital media, consumer internet, agencies, and non-profits. Known for cross-functional orchestration, KPI frameworks, and workflow design that scales quality and velocity. Comfortable translating insight into multi-channel plans (web, social, email, influencers, paid) and running high-cadence content operations. Domain strengths include media/publishing and gaming, with a track record that transfers to adjacent industries.



WORK EXPERIENCE

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

Content Marketing & Project Lead
MARCH 2023 - PRESENT

- Responsible for campaign road-mapping, KPI frameworks, and cross-team orchestration across editorial, design, and marketing.
- Owns day-to-day prioritization, resourcing, and delivery quality for major partner programs and recurring editorial franchises.

Senior Project Manager — Content & Strategy
MAY 2020 - MARCH 2023

- Led large, deadline-driven editorial programs (e.g., WSOP series) with remote teams.
- Built content calendars, standardized briefs, and governed SEO alignment and release cadence via Asana.

Content Analyst & Project Coordinator
JUNE 2018 - MAY 2020

- Supported newsroom and campaign operations.
- Implemented structured tasking, introduced shared templates, and maintained brand voice across formats.

APS Digital

Content Team Lead
JULY 2016 - MAY 2018

- Managed writers/editors and editorial calendars for multi-industry clients.
- Drove consistent delivery, tone adherence, and basic SEO hygiene.

Senior Content Writer
AUGUST 2014 - JULY 2016

- Delivered long-/short-form content across web, email, and social; collaborated with design to ship on brand and on time.

Emami Frank Ross Ltd.

Content Writer
DECEMBER 2013 - AUGUST 2014

- Wrote blog posts, social media copy, and product descriptions aligned to brand tone.
- Produced newsletters and handled online reputation management (ORM) responses.

Tata Consultancy Services (TCS)

Customer Engagement Executive (Escalations - Email)
JUNE 2013 - DECEMBER 2013

- Resolved customer escalations via email for EDF Energy, a UK-based electricity & gas provider.
- Investigated cases end-to-end and drafted clear, compliant responses to restore customer trust.

CERTIFICATIONS

Generative AI for Project Managers
IBM & SkillUp EdTech (Coursera)
JULY 2025

Project Management Certificate
Google (Coursera)
MARCH 2025

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](#))
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](#))



EDUCATION

Professional Diploma in Digital Marketing
NMIMS Global School for Continuing Education
AUGUST 2021 - JULY 2022

M.A. in Political Science with International Relations
Jadavpur University
JULY 2011 - MAY 2013



KEY ACHIEVEMENTS

Conflict → Throughput Gains (Daily Majors):
Brought content and graphics together to fix a linear handoff bottleneck before a 4 PM daily deadline. Introduced 11 AM outline handoff, parallel graphics start, templated assets, and two-stage editing. Result: ~25% efficiency lift, graphics gained +4 hours, deadlines consistently met, stronger morale.

Risk Mitigation (Pocket52 vs. Spartan Poker overlap):
Anticipated traffic dilution from a larger competitor's series; recommended staggered start one hour after the high-stakes flights to capture unmet demand. Outcome: Pocket52's series outperformed internal expectations without direct head-to-head losses.

Multi-Channel Campaign (Natural8 India Anniversary):
Three-phase plan (Pre-Event Buzz → Contest Engagement → Anniversary Build-Up) with contests, influencers, countdowns, and real-time dashboards. Iterated targeting to lift weak segments. Outcome: +20% social engagement and +15% platform conversions versus baseline.

Cross-Functional Event Ops (Baazi Poker Tour, Mar '22):
Coordinated on-site/remote editorial, design, and marketing units with milestones, SLAs, and escalations in Asana. Outcome: High-engagement daily coverage that reinforced brand leadership.

SEO & Organic Growth (World Series of Poker):
Ran a remote newsroom cadence for 80+ tournament reports; aligned briefs, publication windows, and search-intent optimization. Outcome: +35% organic traffic across the series; a feature on Santhosh Suvarna's bracelet win triggered a 60% two-day organic spike.