



ATTREYEE KHASNABIS

Content Marketing & Project Management Professional

Professional Summary

Results-driven Content Marketing & Project Management Professional with over a decade of experience strategizing and executing innovative campaigns to enhance brand visibility and market reach. Adept at coordinating cross-functional teams, leveraging data-driven insights, and achieving measurable growth in user engagement and ROI. Skilled in stakeholder coordination, resource allocation, and the continuous optimization of marketing initiatives.



+91 9331688452



attreyee.khasnabis@gmail.com



91, Rashbehari Avenue,
Kolkata - 700 026

Core Competencies

- **Content Marketing:** Enhancing brand visibility, engagement, and conversions
- **Project Management:** Team Leadership, Cross-functional Team Collaboration, Stakeholder Management, Asana
- **Digital Marketing:** SEO, PPC, Email Marketing, Social Media Strategy
- **Technical Proficiency:** Microsoft Office Suite, WordPress, ChatGPT, Gemini, 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 optimal resource allocation.
- Directed cross-functional teams across India, overseeing marketing, design, and editorial units to deliver high-impact projects.
- Established and tracked KPIs for marketing initiatives, using performance data to inform strategies and improve ROI.

Senior Project Manager – Content & Strategy

May 2020 – March 2023

- Led cross-functional teams to deliver high-quality editorial projects, enhancing SEO rankings and driving a 35% increase in organic traffic.
- Cultivated partnerships with external vendors, expanding content reach and boosting project outcomes.
- Streamlined workflows and processes, reducing project turnaround times by 15%.
- Mentored and trained team members, fostering a culture of continuous learning and creative innovation.

Content Analyst and Project Coordinator

June 2018 – May 2020

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

APS Digital

August 2014 – May 2018

Content Team Lead

July 2016 – May 2018

- Supervised a team of writers and editors to produce high-quality, SEO-optimized content, resulting in a 30% increase in website traffic.
- Managed project timelines to meet tight deadlines and achieved consistently high-quality deliverables.
- Developed and executed creative strategies to strengthen brand awareness and customer engagement.

Senior Content Writer

August 2014 – July 2016

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

Certifications

- **Google Project Management Certificate (Coursera)** (March 2025)
- **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 and SEO strategies.
- Improved team efficiency, reducing turnaround times by 15% via process optimizations.
- Successfully led cross-functional teams for seamless campaign execution, enhancing ROI by 20%.