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Sampa Haldar



101 and 102, New Satyam
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Specialization Certificate - (July 2024)
Google Digital Marketing & E-commerce

Education -



2016-2017

Masters in Mass Communication &
Journalism
Alagappa University



2011-2014

Bachelor of Mass Media - Journalism
Thakur College - Mumbai University



2011

HSC (Maths & IT)
Thakur College - Mumbai University

Skills -



Coordination



Social Media Management



Interviewing skills



Personal Details -

- Nationality: Indian
- Gender: Female
- DoB: Nov 04, 1993
- Marital Status: Unmarried

Sampa Haldar

Blogger - BestBuy93.IN

With seven years in media and gaming, I'm skilled in journalism, media management, and financial analysis. A Master's in Mass Communication and Journalism has equipped me with strong writing and media management abilities. At Baazi Games, I handled content creation, social media, and led campaigns like the National Poker Series. Concurrently, I manage the blog BestBuy93.IN, showcasing my SEO and content creation expertise.

Certification

Google Digital Marketing & E-commerce Specialization

Coursera | July 2024

- Successfully completed a comprehensive specialization covering digital marketing fundamentals, customer engagement strategies, e-commerce store management, and marketing performance analytics. [Certification Link.](#)

Experience

January 2023 - Present

BestBuy93.IN

Blogger

- **Content Creation:** I consistently research and craft engaging articles across a wide range of topics, focusing on delivering high-quality and informative content to my readers.
- **Image Creation:** I regularly employ AI tools to design captivating visuals that not only complement my blog articles but also enhance overall user engagement and experience.
- **SEO Management:** I am actively involved in implementing and sustaining SEO strategies to boost the visibility and search engine ranking of BestBuy93.IN, ensuring consistent growth in organic traffic.
- **Social Media Management:** Each day, I manage comprehensive social media marketing efforts across various platforms such as Facebook, Instagram, Pinterest, Twitter, Telegram Channel, WhatsApp Community, and Channel. I curate and schedule posts, engage with followers, and analyze performance metrics to continually refine and optimize our social media presence.
- **Analytics and Reporting:** I regularly track and analyze website traffic, user engagement metrics, and social media performance to assess the impact of our content and marketing strategies. I leverage these insights to make informed, data-driven decisions aimed at enhancing our overall reach and engagement.
- **Networking and Collaboration:** I actively engage with industry influencers, collaborate with guest bloggers, and interact with our followers to broaden our reach and foster a vibrant, supportive community around BestBuy93.IN.
- **Continuous Learning:** I dedicate time each day to stay abreast of the latest trends and developments in the fields of blogging, SEO, social media marketing, and AI technology. This commitment to ongoing learning enables me to adapt and refine our strategies to remain competitive and innovative in the ever-evolving digital landscape.

October -2019 to August - 2022

Baazi Games Pvt Ltd. (PokerBaazi)

Manager - Operations & Marketing

At Baazi Games, I have had the opportunity to gain versatile experience in the fields of content creation, social media management, interviews, and player coordination. Additionally, I have served as a quality checker and sought feedback from players using our application and desktop client as part of my operations role. These responsibilities have allowed me to develop expertise in content creation, communication, and data management. In addition to these tasks, I have also been entrusted with the following projects:

Pokershots

Role: Content Head

At Baazi Games, I spearheaded the Sister News Vertical, covering poker-related news, conducting player interviews, and promoting events from Indian sites. I also reported on national and international tournaments, offering updates on the winners, while managing and updating the company's website and social media channels across Facebook, Twitter, and Instagram. Additionally, I was responsible for live social media coverage during poker tournaments, including collaborations with Spartan Poker.

Baazi Poker Tour @Goa

Role: Media Co-ordinator

- Responsible for maintaining player payouts and pictures.
- Shared all relevant details with social media team and third-party news portals.
- Coordinated with PR team, live stream team, and international websites.
- Provided player information, testimonials, interviews, pictures, and event information.

India Poker News

Role: Player Coordination & Content Head

- Responsible for promoting PokerBaazi's promotions, tournaments, and winners on website and social media channels.
- Conducted interviews and published them for the audience.
- Coordinated with players for event information, testimonials, and interviews.

PokerBaazi

Role: Player Coordination

- Coordinated and communicated with multiple teams, including marketing, PR, content, customer support, and logistics, to ensure seamless collaboration.
- Served as the campaign runner for the National Poker Series 2021 and 2022, the biggest online poker tournament in India.
- Managed over 350 players during each series, ensuring their needs were met and the events ran smoothly.
- Responsible for solving problems, queries, and issues of players and updating the team until execution.

May - September 2019

Quantumskill Gaming & Tech Private Limited (PokerHigh)

CRM Manager

- Lead, communicate, and enforce standards, processes, and best practices to ensure effective practices.
- Monitor and regularly report on the overall performance of information systems projects/programs to ensure quality, efficiency, and accuracy.
- Manage and maintain the current CRM system, including building customer lists and reporting, ongoing database enhancements, and maintaining the business relationship with the external database vendor.
- Lead and manage all top client, retention, and reactivation initiatives, from ideation through creative development and execution, in close partnership with the Chief Marketing Officer.
- Manage players and coordinate with the team to resolve their problems, queries, and issues. Keep players updated on problem resolution until execution.

March 2016 - October 2018

Quadrific Media Pvt. Ltd (Spartan Poker)

Assistant Manager (Operations)

- Conducted over 695 interviews and wrote tournament updates.
- Managed a team of 24 people consisting of customer support and sales personnel for more than 8 months.
- Maintained positive relationships with players and provided updates on their gifts and travel, while also addressing their queries and communicating them to the company for resolution.
- Conducted product training for new employees on the game, website, and client of the gaming platform, and evaluated their performance.
- Conducted weekly product and promotion training for the support and sales team, followed by assessments.
- Ensured quality control of the website and gaming client on Windows and mobile applications.
- Managed more than 150 invitees for the first poker award function in India.

2016

Gutshot Magazine

Content Writer

I was responsible for creating daily poker blogs and social media content as a content writer. I also tracked and analyzed social media metrics to ensure our content was engaging and reaching our target audience effectively. Later, Over the course of a year at gaming company Spartan Poker, I was promoted from Senior Executive (Quality) to Assistant Manager (Operations) in their Director's branch.

April - May 2015

Saffron Media Pvt. Ltd- Food and Beverage news (Magazine)

Sub-editor cum Reporter

Post Mumbai Headlines, joined as Reporter cum Sub-Editor at Saffron Media Pvt. Ltd, where I worked for their Food and Beverage News magazine. In this role, I was responsible for creating content for both their online platform and magazine. I also contributed to fbnnews.com, providing coverage on various topics related to the food and beverage industry.

Some of the online stories links:-

1. [Ice cream sales remain lukewarm as input costs make prices soar by 7-8%](#)
2. [Focus on building a successful business in India at FPI 2015 second day](#)
3. [Slaughter of bulls, bullocks ban in Maharashtra may affect dairy sector](#)

Aug 2013 - Dec 2014

Mumbai Headlines

Sub-editor/ Edition In charge

- Joined Mumbai Headlines newspaper as a Reporter for Art & Culture, Defence, and Infrastructure beats.
- Conducted interviews with notable individuals such as Milind Gunaji, Prakash Bal Joshi, Armaan Malik, and Vaishalee Thakkar.
- Promoted to Sub-Editor role, responsible for guiding and editing stories of colleagues and juniors.
- Edited stories for Crime, Bollywood, and General beats, and handled editions for over 24 weeks.
- Edited interviews of public figures such as Vivek Oberoi, Kavita Kaushik, Shishir Sharma, Hard Kaur, and Pankaja Munde.

Creative Projects during Academics:-

- Directed and acted in a psychological thriller film that explored the topic of schizophrenia.
- Created an individual project based on the book "Roots" by Alex Haley.
- Produced an advertisement for a camera product.
- Developed a presentation on a fictional organization called Pet Parlour.
- Created a 10-minute video report on a news story.
- Designed a tabloid, broadsheet, and magazine using Quark Express 8 software.

Thank you for taking the time to review my CV. I sincerely appreciate your attention to my qualifications and experiences. It is my hope that my CV has provided you with a comprehensive understanding of my skills, achievements, and potential contributions to your organization.

If there are any additional details you require or any questions you may have, please feel free to reach out to me. I am eagerly looking forward to the opportunity to further discuss how my expertise aligns with your company's goals and how I can contribute to its success.

Once again, thank you for considering my application. I am grateful for your time and consideration.

Place: Mumbai

Date:

Regards,

Sampa Haldar