



## Contact

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### Address

H.no:742,Koyal Vihar,Gurgaon,  
Haryana

## Education

2015

Bsc

KSOU

2011

HSC

BSEB,Sita Ram Sahu college

## Expertise

- Project management
- Operations Management
- Community Management
- Partnerships
- Strategic Planning
- Financial Management

## Language

English

Hindi

# Chandan Kumar Bharti

Founder, Astroji

## Experience

### Feb 2023-Till Date

#### Founder, Astroji

**Leadership:** Established Astroji, a platform connecting individuals with spiritual services. Directed all aspects of the business, including operations, marketing, and content strategy.

**Operations Management:** Optimized operational efficiency across temple and priest onboarding, puja execution, and customer service processes. Ensured seamless delivery of religious services.

**Marketing & Content Development:** Crafted impactful marketing campaigns and engaging social media content to drive user acquisition and brand awareness. Managed all marketing channels and campaigns.

**Customer Service:** Built a robust customer service infrastructure to address user inquiries and provide exceptional support. Cultivated positive client relationships and ensured high satisfaction rates.

### Mar 2022- Jan 2023

#### Kuku FM | Senior Community Manager & Fiction Head

**Community Management:** Cultivated and nurtured a vibrant community of fiction writers, editors, and audio production professionals. Fostered collaboration, knowledge sharing, and creative growth within the community.

**Influencer Marketing & Creative Campaigns:** Developed and executed impactful influencer marketing strategies and captivating creative campaigns to drive user engagement and brand awareness.

**Industry Partnerships:** Leveraged my expertise to scout and onboard renowned screenwriters and producers from the industry, expanding Kuku FM's reach and talent pool.

**Legal Compliance & Agreements:** Championed creator legal compliance and agreement management for diverse content formats (fiction, non-fiction, affiliate, performance marketing, influencer marketing).

**Financial Management:** Conducted thorough payment reviews, audits, and approvals for the fiction and audio production teams, ensuring fiscal responsibility and accuracy.

### Sep-2020 - Feb 2022

#### Rizzle.tv | Community Lead & Head of Rizzle Spaces

**Community Management:** Led the paid and non-paid creator community, fostering engagement, collaboration, and growth for both Indian and US audiences.

**Influencer Relations:** Identified and built strategic partnerships with prominent influencers and thought leaders across various industries, amplifying brand reach and impact.

**Creator Acquisition:** Spearheaded the acquisition of high-quality paid creators and influencers, strategically expanding the platform's talent pool.

**Rizzle Spaces Program:** Kickstarted and led the Rizzle Spaces program, driving creator engagement and content creation through innovative initiatives.

**Content Acquisition & Engagement:** Led content acquisition efforts and implemented strategies to improve creator and user engagement, optimizing platform performance.

**Push Team Leadership:** Managed and motivated the Hindi and Hinglish push notification team, ensuring effective communication and targeted outreach.

### Jun 2020 - Sep-2020

#### ShareIt India Pvt Ltd ,Content Operations & Partnership Manager

**Community Building:** Established and nurtured vibrant video creator communities across Shareit, FunU, and Laki, fostering collaboration, growth, and engagement.

**Campaign Development & Management:** Conceptualized and executed impactful marketing campaigns tailored for creators and agencies, driving platform adoption and content creation.

**Strategic Planning:** Formulated long-term strategies to empower creators and agencies to maximize their presence and monetization opportunities on the platform.

**Content & Billing Management:** Ensured efficient monthly upload and billing processes for both creators and agencies, maintaining financial accuracy and transparency.

## ○ Jan 2019 - June 2020

### BIGO India (Likee App) | Senior Manager - Community & Content Operations

**Client Acquisition & Management:** Onboarded and managed a diverse portfolio of clients across various industries, including political parties, news agencies, music labels, singer production houses, YouTubers, and prominent influencers (e.g., Delhi CM, AAP, ANI, News18, Jagran, Rajshri Ent, ABP News, Times Group, etc.).

**Content Creator Partnerships:** Built and nurtured partnerships with individual content creators and multi-channel networks (MCNs), expanding platform reach and audience engagement.

**Event Management & Execution:** Masterminded event planning for trending and non-trending events, coordinating seamlessly with various teams to ensure smooth execution.

**Global Operations & Management:** Led the operation and production of the News Category and Entertainment Vertical across India and international markets (including USA, UK, and Middle East).

**Talent Acquisition & Cultivation:** Identified and recruited prominent celebrities and influencers, strengthening the platform's talent pool and brand image.

## ○ Mar 2017 - Jan 2019

### UC Web Inc (Alibaba) | Senior Executive - Community & Operation

**Community Building:** Instrumental in building a vibrant video community of 5,000 content creators for UC Browser and UC News, including established production houses and prominent influencers like Radhika Bangia and Motor Octane.

**Content Operations:** Transitioned to Content Operations, overseeing the entire manual video operation for UC Browser, ensuring efficient content management and delivery.

**Event Planning & Execution:** Championed event planning for video initiatives, coordinating effectively with stakeholders across departments to achieve successful execution.

## ○ Mar 2016 - Mar 2017

### ISTYLEYOU | Content & Community Manager

**Community Management:** Established and nurtured a vibrant community of 500 fashion bloggers and stylists, fostering collaboration and engagement through chat and video calls.

**Personalized Shopping Experiences:** Conceptualized and executed exclusive personal shopping events for select clients, leveraging partnerships with community members.

**Content Creation & Production:** Collaborated with bloggers to create engaging fashion and styling videos for YouTube and Instagram, expanding audience reach and brand awareness.

**Content Strategy & Distribution:** Managed content curation and distribution across the company website and social media platforms, ensuring targeted delivery and audience engagement.

## ○ Jan 2015 - Mar 2016

### Jan2Dec Design Studio | Catalog Manage

**Shoot Management:** Planned and coordinated fashion shoots, ensuring seamless execution on budget and within deadlines.

**Content Distribution:** Orchestrated effective multi-channel content distribution across digital and physical platforms, maximizing reach and engagement.

**Model Relations:** Built and nurtured positive relationships with models, fostering trust and collaboration for successful shoots and brand representation.