

# PAULAMI CHAKRABORTY

## CONTENT SOLUTIONS

## WORK EXPERIENCE

### 2020 – PRESENT

Manager, Product Content | Dream11

Maintaining and growing **DAU**, **revenue** from communications, and **feature adoption** and **retention** through **paid/unpaid campaigns**, **A/B testing**, and product-led interactions.

### 2017 – 2020

Associate, Content & Social Media | Sportz Interactive

Planning and executing social media campaigns for leading brands including **Hotstar**, **Delhi Capitals**, **UP Yoddha**, and **Ultimate Table Tennis**.

### 2015 – 2017

Writer & reporter | ZEE (CricketCountry)

Producing **cricket articles** and **news**, covering **live events** and **writing reports**, and **managing social media channels**.

## EDUCATION

Bachelor of Science, Physics major

### 2011 – 2014

## PERSONAL SKILL

Content Creative ideation Audience insight



## ABOUT ME

**COPY AND COFFEE - BANKING ON THESE TWO FOR THE PAST 10 YEARS, I'VE BEEN PROVIDING CREATIVE SOLUTIONS FOR THE VARIOUS BRANDS AND PRODUCTS I HAVE WORKED ON.**

**MY MOTIVATION LIES IN THINKING FROM A USER'S POV WHILE ALIGNING WITH BUSINESS GOALS.**

**I AM KNOWN AS THE MOST OUT-OF-THE-BOX THINKER IN THE TEAM, AND AM DRIVEN BY DATA-BACKED RESULTS (AS WELL AS OCCASIONAL APPLAUSE FROM MY PEERS).**

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