

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

2011 – 2014

BSc. (Physics), Calcutta University

PERSONAL SKILL

Content creation



Creative ideation



Audience insight



Languages

English, Hindi, Bengali, Korean



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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