

# KRISHANU BHATTACHARJEE

Data driven content marketing catalyst

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📍 Bengaluru



## EXPERIENCE

### Product Content Marketing

#### Atop Technologies

📅 07/2018 📍 Bengaluru

Taiwan based industrial automation, networking & computing company

### Employer Branding, Internal Communication

#### TeamLease

📅 11/2017 - 07/2018 📍 Bengaluru

A human resource services company

### Content Marketing

#### Nepris

📅 01/2017 - 11/2017 📍 Bengaluru

A US ed-tech company bridging industry skill divide through technology enablement.

### Digital Marketing, Employer Branding

#### HGS

📅 06/2015 - 07/2016 📍 Bengaluru

A full-suite business process management service co, 35K employees

### Marketing Communication, Digital Marketing

#### Vee Technologies

📅 03/2013 - 05/2015 📍 Bengaluru

An international medical coding and billing company

### Marketing Communication

#### Hewlett-Packard

📅 05/2010 - 02/2012 📍 Bengaluru

### Business Content Writer

#### Times of India (Digital)

📅 05/2004 - 04/2008 📍 Delhi

## HIGHLIGHTS



### Some successes

Small Facebook campaign was chosen for HGS global employer branding campaign

Founded content.magicbricks.com

Founded GTL internal com channel

Won S&P top sustainability ranking award consecutively for 2008 and 2009

Won best blogger award at HP



### Some failures

Will candidly share when we meet



### Achievements

Internal Marketing at TeamLease: 115 candidates hired through two week long Buddy Referral program, cost saved over INR 46 Lacs (8% on average 5 Lacs CTC).

Inbound content marketing at Nepris: 230% more leads generated YoY. Organic traffic grew by 25%.

Value generation at HP: \$5M+ saved by our 10 member shared services team



### Content capabilities

B2B Content, Whitepaper, Case Study, Newsletter, Blog, Social Media Content, Press Release, Content Calendar, Storytelling, Video Production, Brochure, Infographics, Editorial & Thought Leadership Content for CXOs

## EDUCATION

### Master Degree in Mass Communication

Assam University (A Central University)