

# Abhiroop Basu

contact@abhiroopbasu.com

www.abhiroopbasu.com

blog.zopim.com

@abhiroopbasuu

Singapore

Product and content marketer with over 7 years experience. I can lead product launches, craft messaging, strategize on roadmap, deliver training, conduct market research, and execute on product and brand vision.

## EDUCATION

- Sep 2009  
Nov 2011 **Board of Legal Education, Singapore**  
Admitted as advocate and solicitor of the Supreme Court of Singapore
- Oct 2006  
June 2009 **University of Warwick, UK**  
Bachelor of Laws (LL.B), Upper Second Class Honours (2:1)
- Sep 2004  
May 2006 **Mahindra United World College of India, India**  
International Baccalaureate Diploma with 37 points

## WORK EXPERIENCE

- Aug 2014  
Present **Zendesk, Inc / Zopim Technologies Pte Ltd, Singapore**  
**Product Marketing Manager, Team Lead**
- Developed overall messaging, branding, packaging and positioning of Zopim live chat for the ecommerce and customer service market
  - Worked with sales and maanagement to distill customer feedback into a coherent product roadmap and vision for Zopim
  - Planned and executed 7 major product launches (including project management, product marketing, sales enablement, design direction, content and PR)
  - Built in-product messaging and onboarding flows that increased feature adoption by 15%-20%
  - Built a sophisticated customer nurture campaign that was key to boosting overall MRR by 10%
  - Created marketing collateral for sales, including data sheets, pitch decks, demo videos, competitive takedowns, and playbooks
  - Provided brand and product training for over 200 members of the sales, support, and success teams
- May 2013  
Aug 2014 **Content Marketing Manager**
- Managed the strategy for Zopim's blog and other content channels (social media, newsletter, website, forum, and documentation)
  - Introduced a new content strategy, positioning Zopim's Blog as a thought leader for SMEs and increased external traffic by 135%
  - Increased engagement on Twitter and Facebook by 100%
  - Managed a team of over 30 freelance writers for Zopim's Blog
- July 2011  
May 2013 **The Digit @ Potato Productions, Singapore**  
**Social Media Editor**
- Launched a bilingual (English/Mandarin) newsletter on film, technology, and social media for the Chinese and Western markets
  - Led the marketing and launch of a location-based food review app, which saw thousands of downloads in the first few months
  - Produced a mini-documentary focusing on the Boeung Kak Lake (Phnom Penh, Cambodia) land reclamation issues
  - Managed digital marketing campaigns for celebrities, institutes of higher education, mobile apps, and social enterprises

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## LEGAL EXPERIENCE

Jan 2010

July 2011

### **Amica Law LLC, Singapore**

#### ***Practice Trainee, Intellectual Property***

- Advised an internet startup and an electronics corporation on the licensing requirements prescribed by the MDA and IDA (Singapore)
- Defended a multinational corporation against infringing trademarks, including drafting letters of demand and notices of opposition
- Assisted a multinational corporation in defending its brand against potentially infringing trade marks, including drafting letters of demand, notices of opposition and statutory declarations
- Prepared the Appellant's Case for a Court of Appeal hearing involving a claim for copyright infringement and passing off
- Advised clients on the licensing and certification requirements dictated by the Health Sciences Authority for the operation of manufacturing facilities and the production and export of condoms

July 2008

Sep 2008

#### ***Intern***

- Advised a major oil and gas corporation on the labeling requirements for petroleum canisters as per the ASEAN Directive requirements
- Assisted in the filing and prosecution of trade marks for major international corporations

July 2007

Aug 2007

### **Allen & Overy Shooklin & Bok LLP, Singapore**

#### ***Intern, Corporate Finance and Intellectual Property***

- Drafted contracts for Real Estate Investment Trusts
- Filed patent applications for technical processes and industrial goods

## EVERYTHING ELSE

### **Blogged for**

Zopim, Zendesk, Android Police, Social Media Today, Business2Community, Crazy Egg, KissMetrics, Quora, 3QDigital

### **Languages spoken**

Fluent in English, conversational in Bengali, Hindi and French

### **Interested in**

President of Warwick Chess Society

Organized TEDx events in Singapore and UK

Editor-in-chief of high school newspaper

PADI qualified rescue scuba diver

Proficient at horse riding

Experienced Model United Nations press delegate