

# DEBOPRIYAA DUTTA

CONTENT CREATOR/POET/FILM CRITIC



## ABOUT ME

6+ years of experience in content creation & management, spanning an array of diverse areas: social media content, academic research, blog content, band lyrics, and film criticism to name a few. Also, poetic to the point of madness.

## EDUCATION

### UNIVERSITY OF DELHI

M.A English (Hons.) | 2015-2017

### ST.XAVIER'S COLLEGE, KOLKATA

B.A English (Hons.) | 2012-2015

## ACHIEVEMENTS

- Secured 1st place in Grade XII (Arts); 96%
- Among the Top 5% in class at DU & Xavier's
- Bagged the 1st Prize in the Inter-College Poetry Writing Contest, Literaria, in 2015
- Placed 3rd in the state (WB) in the All India English Olympiad in 2010
- Received awards for excellence in Hindi & English in 2012
- Received 'Dart of the Month' thrice over a span of 2 years at Digidarts

## PUBLICATIONS

- Authored & published a collection of poems named *Frozen Sparks: A Rhapsodist's Tale* (2014), published by KDP, available on Barnes & Noble & Amazon worldwide.
- Got featured in an anthology of poems named *Poems Around Us* (2020) by authors around the world, published by Gideon Poetry, available on Amazon worldwide.
- Got poetry, prose, & research papers published in various journals - *White Noise*, *Literaria*, *Epic Magazine*, *ItsOKtoTalk*, etc. over the years.
- Certified IMDb critic, having reviewed films like *Loving Vincent*, *All About Nina*, *The Blood of Wolves*, *Happy Face*, *Obey*, etc.

## CONTACT

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## EXPERIENCE

### DIGIDARTS

CONTENT LEAD | FULL TIME [AUG 2018 - AUG 2020]

- Led/Managed a writing team of 6+ individuals; ensured team collaboration & the timely completion of social media & SEO projects
- Curated engaging, creative, & high-quality content for blogs, PR pieces, ads, social media, brochures, articles, company portfolios, Amazon A+ content, and so on
- Edited/Proofread all content created by the writing team; oversaw key communication strategies for clients & brand launches
- Led brainstorming sessions with various teams to facilitate monthly content docket & calendars, campaign strategies, & client objectives
- Received 'Dart of the Month' three times for displaying exceptional & consistent performance

### HIGH ON FILMS

FILM CRITIC/EDITOR | PART-TIME [JUNE 2017 - PRESENT]

- Writing reviews/critical appraisals for prominent/upcoming films
- Editing Wordpress articles/submissions by fellow authors/film critics; making sure they're SEO-friendly & good-to-go.
- Covering international film festivals, such as NYAFF, Locarno, Tribeca, BUFF, Fantasia, & TIFF.

### SPIRITUAL LIVING (FLEYM MEDIA SERVICES)

CONTENT DEVELOPER | FULL-TIME [FEB 2017- JUL 2018]

- Curated concepts for two brands [Spiritual Living & Crystal Diaries]; crafted long-form engaging/informative content for target audiences
- Outlined/Wrote brand communication & content buckets for social media verticals

### EXPERTS' GLOBAL

CREATIVE WRITER | FULL TIME [JUL 2017 - DEC 2017]

- Drafted SOPs for prospective MBA students applying to premier universities overseas.
- Mentored students throughout the application process.; edited resumes/ held brainstorming sessions to finalize student career goals.
- Churned out scholarship essays; was responsible for doubt-solving & ensuring a steady rate of student admits.

### INFERNAL DIATRIBE

MANAGER/PR/LYRICIST | FULL-TIME [ MAR 2014 - SEP 2017]

- Managed communications/PR/content for Kolkata-based Black Metal band, Infernal Diatribe
- Wrote lyrics for 15+ tracks; designed/ideated a 12-page CD leaflet for their first full-fledged EP, 'Videha Mukti'
- Wrote/Spearheaded promotional content, oversaw interviews, & handled their social media pages for the span of 3 years.

### GREedge

CONTENT DEVELOPER | FREELANCE [JUN 2015 - JUL 2015]

- Drafted Statement of Purposes (SOP's) and Letters of Recommendation (LOR's) for GRE applicants.