**SANGHAMITRA SENGUPTA**

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**CAREER OBJECTIVE**

Seeking opportunities for the post of **Sr.** **Content Writer** / **Digital Marketing Professional** with an organization of repute in Mumbai.

**PROFILE SUMMARY**

* **Content Writer** and **Digital Marketing Professional** with an experience of over 6 years and 4 months.
* Currently working with Checkers India Technology Pvt Ltd as **Senior Content Writer & Digital Executive.**
* Last associated with Prarambhan Creative Works LLP as Senior Content Writing Associate and handling all activities related to **Content Writing/Editing** and SEO/Social Media.
* Skilled in writing SEO optimized creative content for **digital platforms.**
* Knowledge of **Google Analytics, Webmaster Tool, Google Ads, Facebook Marketing** and **Content Marketing**.
* Hold the credit of **building and maintaining long lasting relationships** with the clients by ensuring qualitative deliveries.

**ORGANISATIONAL EXPERIENCE**

**Checkers India Technology Pvt Ltd, Navi Mumbai (Nov 2019-Present)**

**Sr. Content Writer & Digital Executive**

* Writing SEO optimized content for company websites ([www.checkersindia.com](http://www.checkersindia.com) & www.excess2sell.com)
* Creating, editing and proofreading content for website blogs and promoting them on social media.
* Working closely with SEO team to produce and optimise content for meta tags.
* Ideating and creating social media posts for all channels with respect to festivals, trending hashtags, important days, CEO thoughts, marketing thoughts, Did You Know, Q & A poll etc.
* Writing content for weekly SMS and Emailer promotional campaigns to all registered and prospective clients of the company.
* Assisting designing team in ideation of social media creatives and EDMs, banners etc.
* Creating chat flow content for ‘E2S Smart’ – Smart Business Assistant Chatbot of Excess2sell
* Coordinating with development team for regularly reviewing and updating Chatbot content
* Tracking E2S Smart chat history, sorting new queries & framing suitable answers for the same.
* Finding relevant synonymous for most asked words on chatbot and getting them added & updated
* Coordinating with Public Relation Agency for effective content creation & brand promotion on company’s growth, achievement, future plans etc.

**Prarambhan Creative Works LLP, Navi Mumbai (Aug -Sep 2018)**

**Senior Content Writing Associate**

**Key Result Areas:**

* Working closely with the key stake holders for identifying copy writing & digital marketing needs
* Composing, revising, proofreading and editing copy/content aspects for digital and print applications
* Altering diction, tone, voice, word choice to match brand needs
* Writing creative and original copy/website content/case studies for print & digital purposes for various brands
* Planning, executing and managing digital marketing activities such as SEO, SEM, SMM etc.
* Brand Research

**GBIM Technologies Pvt Ltd, Mahape (Jul17- Jul'18)**

**Jr. SEO Manager**

**Key Result Areas:**

* Managing Digital Marketing campaigns with reference to all aspects of SEO, PPC & Social Media
* Optimizing On- Page activities like Website Audit, Link Analysis, Meta Tags Creation, Keyword Research and Content Suggestions.
* Setting-up PPC Campaigns by researching best performing keywords & achieving best quality score by writing relevant ad copies and ensuring landing page relevancy.
* Handling day-to-day SEM activities including Campaign Performance Review, Planning, Implementation, Bid management & Optimization of PPC ads.
* Monitoring Keyword Ranking (SEO) and Lead Performance (PPC) & Tracking Competitors through various analytical tools.
* Recommending clients regarding Website Changes & on Campaign Performance for better Lead Generation/ ROI.

**Digicore Technologies Pvt Ltd, Navi Mumbai (Dec16- June'2017)**

**Digital Marketing Intern**

* Achieving first rank organically on Google Search Engine Result Page (SERP) for targeted keywords
* Analyzing website performance using Google Search Console, Adwords & Analytics
* Creating brand awareness through Off Page SEO
* Keyword analysis and research
* Website analysis with SEO tools
* Content creation for On-Page and Off-Page SEO

**Hindustan Times Media Ltd, Navi Mumbai (Jan13- Dec 16)**

**Correspondent**

* Reporting and writing news stories for publication describing the background and details of events
* Reviewing copy and correcting errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines
* Generating ideas for stories/features and human interest stories from various sources
* Proven track record of **producing newsworthy stories** within prescribed deadline
* Efficiently complied various stories depicting **social awareness** using appropriate pictures and suggested graphics or illustration possibilities

**FREELANCE ASSIGNMENTS**

* **Datamatics Global Services, Mumbai (Sep13- Nov13)**

**Key Product Associate**

* **HT Live (Hindustan Times), Navi Mumbai (Apr08- Nov12)**

**Freelance News Reporter**

**ACADEMICS**

* M.A (English Literature) from C.K.T college, Panvel, Mumbai University, with 50% in 2011
* Bachelor in Mass Media (Journalism) from SIES College, Nerul, Mumbai University, scored 67% in 2008
* 12th from SIES College, Nerul, Maharashtra Board, scored 69.17 % in 2005

**CERITIFICATION COURSES**

* Digital Marketing from Marketing Courses Training Academy (MCTA), Vashi with distinction, Oct-2016

**PERSONAL ATTRIBUTES**

* Adept, Amiable, Result Oriented, Hard- Working, Patient, Innovative, Team Player & Versatile.

**PERSONAL DETAILS**

* DOB: May 24- 1988
* Marital Status: Married
* Gender: Female
* Languages: English, Hindi, Bengali & Marathi