CURRICULAM VITAE

Paulomi Sengupta

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**Objective**

Creative, skilled and accomplished Content Writer/Copywriter with diverse knowledge of writing contents for various websites, blogs and social media channels. I am looking for an opportunity where I can further explore opportunities in the field of content development, copywriting, and branding activities.

**Strengths**

 Possess three years of progressive experience as a web content writer

 Ability to generate content in a clear and precise manner

 Ability to write content according to international & domestic client’s requirements

 Ability to curate content from raw data and information

 Possess excellent organizational and management skills

**Professional Experience:**

**Indus Net Technologies Pvt. Ltd.**

Designation**- Senior Content Writer**

Tenure**-** 24th May, 2017 till date

**Roles and Responsibilities**

* Preparing the content strategy and schedule for execution
* Ideation and Creation of Copies for Social Media Promotion
* Writing brand stories and communication for the company
* Development of Blogs, Press Release, Articles for clients
* Preparing content bucket for the digital marketing proposals on behalf of the company
* Working on multiple industry verticals, including, real estate, fashion, LED lighting, hospitality and cuisine

**Microsec Technologies Ltd.**

Designation**- Assistant Content Manager**

Tenure**-** 6th October 2014 till 2nd June 2016

**Roles and Responsibilities**

* Preparing the content strategy and schedule for execution
* Preparing the banner and mailer content
* Writing blogs, Press Release, Articles for company website
* Creating reports based on various opinion-based surveys
* Creating infographics depending on the project's requirements

**Confidant Media Pvt. Ltd.**

Designation**- Content Writer/ Editor**

Tenure- 30th June 2013 to 30th September 2014

 **Roles and Responsibilities**

* Writing and editing content for client websites and blog
* Preparing business snippets for promotion
* Writing posts for running social media campaign
* Writing Press Release and Newsletters as per the needs

**Acteva Management Solutions Pvt. Ltd.**

Designation- **- Content Writer/ Editor**

Tenure**-** 16th August, 2011 to 15th July, 2012

**Roles and Responsibilities**

* Writing whitepapers, product description for client websites
* Maintaining in-house website and blog
* Maintaining in-house and client’s social media page

**Jupiter Infomedia Pvt. Ltd.**

Designation- Junior Content Writer

Tenure- 12th November, 2007 to 11th June, 2008

**Roles and Responsibilities**

Content management (updating entertainment news and blogs)

Writing and editing articles for squidoo pages and hub pages and blogs for the promotion of clients’ websites.

**Additional Skills**

* Basic knowledge of WBT & CBT.
* On page and Off page SEO ( Basic Knowledge)

**Software Skills :**

* Web page editing with basic HTML formatting
* MS Word
* MS Excel
* MS Power Point

## Professional Roles and Responsibilities:

* Interacting with the clients to understand their requirements and taking the responsibility to deliver them with good and relevant content in accordance with their needs
* Editing content and blogs
* Preparing copies as per the social media calendar
* Posting in WordPress

## Certification

* Certificate in Information Technology from CMC Ltd.

## Academic Qualification

* **PostGraduation**

M.A in English from Rabindrabharati University in 2008

* **Graduation**

B.A(H) in English from Calcutta University in 2006

* **Class XII**

Higher Secondary (Arts) from West Bengal Council of Higher Secondary Education

* **Class X**

Madhyamik from West Bengal Board of Secondary Education

**Personal Details :**

Date of Birth - 2nd August, 1985

Gender - Female

Languages Known - English, Bengali, Hindi

Nationality - Indian

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Place – Kolkata

Date - 26.5.2020 Paulomi Sengupta