

PANCHALI MALLIK TRIPATHI

LINKEDIN - [HTTPS://WWW.LINKEDIN.COM/IN/PANCHALIMALLIK/](https://www.linkedin.com/in/panchalimallik/)

CONTACT - 9595957640

Profile: Assistant Manager - Content Writing/ Editing

- Cumulative experience of seven years in the field.
- Presently working as Assistant Manager – Content Writing/ Editing

AWARDS & RECOGNITIONS

Team Lead of the Year – Transparency Market Research, 2017 Employee of the Year – Transparency Market Research, 2016 Emerging Start of the Year – Transparency Market Research, 2015 University Topper - Ranked top (1st class 1st) in University on Mass Communication & Videography 2012

PRESENT EXPERIENCE

Assistant Manager – Content Writing/ Editing | Fortune Business Insights | December 2018 to Present

Job Profile

- Have built the content team from the scratch
- Worked in tandem with digital marketing team to create content strategy and execute the same.
- Writing and Editing collateral on a daily basis
- Managing day-to-day team operations

Team Lead – Content Writing | Transparency Market Research | January 2015 to December 2018

Job Profile

- Market research and creating high quality content in accordance with industry standards
- Collaborating with designers and other technical heads in the company to generate technically sound-content
- Proof-reading and editing
- Creating an environment oriented to trust, open communication, creative thinking, and cohesive team effort
- Maintaining healthy team-dynamics

Senior Associate in Digital Media | Netscribes Pvt Ltd | May 2014 to December 2014

Job Profile

- Responsible for developing contents on a plethora of assignments.

- Designated as in-house writer for Tata Strides (project required writing cover stories, special features, and customer interviews).
 - Editing and quality check of third party research reports.
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Content Writer | Navigators Software LTD | March 2013 to May 2014

Job Profile

- Writing a plethora of contents as a part of SEO requirements.
 - Managing content development and marketing functions.
 - Writing case studies and white paper.
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Senior Content Writer | Bikram Web Tech | July 2012 to February 2013

Job Profile

- Content writing for a plethora of digital marketing assignments.
- Manage content development and marketing functions.
- Editing and proof reading.

CREDENTIALS

EDUCATION

MA in Mass Communication and Videography

2009 – 2011

Rabindra Bharati University, Kolkata

Rank: 1st class 1st

B.A (Hons.) in Journalism and Mass Communication

2006 – 2009

Maharaja Manindra Chandra College, Kolkata

(Affiliated to Calcutta University)

ISC Examination (Commerce) Equivalent to Higher Secondary

2004-2006

St' Augustine's Day School

(Affiliated to Delhi Board)

Marks: 70.2%

ICSC Examination (Commerce) Equivalent to Madhyamik Examination 2004

St' Augustine's Day School

(Affiliated to Delhi Board) Marks:

72.5%

Technology

- MS word, Excel, Power Point, Quark Express,
- Adobe Premiere Pro (basic), HTML (basic), Adobe PageMaker (basic), Adobe Photoshop

PERSONAL DETAILS

Date of Birth: 14/04/1986

Hobbies: Reading, Listening to Music, Blogging

Reference: Available on Request