



## Aparna Chanda

### Content Writer

Bangalore, India

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## Profile

Experienced content writer with high skills in researching, writing, and publishing compelling content. Results-driven and adept in driving the production of meaningful and original content for various media platforms and clients.

## Employment History

### Content writer at The Sentinel, Guwahati, Assam

*October 2019 – Present*

- Research appropriate markets and industries for content creation.
- Worked with internal and external partners to develop and execute content strategies.
- Continuously created well-researched and stimulating content.
- Worked collaboratively with team members to meet and exceed project goals.
- Wrote creative and informative articles.
- Enhanced multimedia content visibility and reach through SEO strategies
- Conducted comprehensive primary and secondary research for authentic and informative content writing.
- Continuously research and update the latest Government Jobs on the web platform.

### Researcher at Byatikram Group, Guwahati

*May 2019 – September 2019*

- Continuously coordinate and communicate with clients about the desired outcomes.
- Research and plan strategies for increasing sales promotion.
- Closely work with different team members to discuss the advertising budget.

### Intern at Red FM 93.5, Shillong, Meghalaya

*January 2017 – March 2017*

- Continuously writing scripts like a short stories, plays, and advertisement content.
- Examine and add songs to the playlist to be played on the FM
- Learned basic details in Programming Department With RJ
- Continuously coordinate and communicate with the audience over the AIR.
- Examine and analyze sales promotion.
- Closely work with different team members to discuss the advertising budget.

## **Intern at Kakcho Fashion Private Limited, New Delhi**

### **Content Creator**

*April 2017 – May 2017*

- *Continuously written Fashion Blog (Written articles based on Fashion Industry)*
- *Worked on SEO Content*
- *Research and plan strategies for increasing sales promotion.*
- *Added one sample content link [Fashion blog](#)*

## **Education**

- The English and Foreign Language University, Shillong  
2015-2017  
**Master's in Journalism and Mass Communication**
- Lady Keane College, Shillong  
2011-2015  
**Bachelors in English Literature**
- Ramakrishna Mission HS School, Meghalaya  
2009-2011  
**ARTS**
- Ramakrishna Mission HS School, Meghalaya  
2009, 10+2

## **Skills**

- Content writing
- Editing and proofreading
- Content marketing and copywriting
- Content management
- Formatting Abilities
- Project Management
- Creative Writing

## Workshop

1. Participated in the “Framing Stories” Photography Workshop & Exhibition Organized by the Department of Arts and Culture, Government of Meghalaya, Shillong. Briefly learned about Photography basics, portrait, Landscape, and Fashion photography.
2. Participated in NATIVE ARTS presents “Luminous Journey”, a workshop on Landscape Photography with a purpose of change – “a change in our attitude towards Nature and Environment”.

## Projects Undertaken

- Public Service Advertisement (PSA) on Child Labor
- PSA on “Don’t Drink and Drive”
- Music video on friendship

## RESEARCH

Done intensive research on the “Challenges of FM Operators in Shillong”

## Declaration

*I hereby declare that the above-given information is true to the best of my knowledge.*

Aparna chanda