‍‍Mainak Mukherjee

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Skills and abilities:

* Copywriting, scripting, editing, curating, storyboarding, creative direction, media strategy.
* Marketing planner, web articles, content management, proof editing.
* Extensive knowledge about technologies like AI, IoT, big data, cloud, and analytics.
* Customer rapport, pre-sales, media relationship, internal communication.
* Interviewing, communicational skills, translation services, team management, and scheduling.

Experience:

**Copywriter | Internal Creative Agency, A.P. Moller Maersk | Jan 2020 - July 2020**

* Creates ideas for campaigns and is responsible for all its copy (web content to case studies, brochure to mailers, social media to OOH, video scripts).
* Aligns with the regional marketeers' (internal stakeholders) thoughts and produces deliverables as per their regional cultures, trends to facilitate better understanding for the audience. Also, produces copies as per briefs from sales leaders and product teams.
* Writes web-copy for solutions, new releases and case-studies for the official website.
* Makes videos for social media posts, website, ads as required in campaigns or promo-blasts.
* Works with art directors to better visualize thoughts and breathe new life into ideas and thoughts.

Content lead| Research lead | Red Baron Integrated Services | Dec 2017 - Sep 2019

* Produces compelling copies, videos for international brands (Jabra, Intel, LTTS and few other Red Baron's incubated companies) and is responsible for the entire lifecycle of the content. Alongside, also writes keynotes for clients’ presentations.
* Crafts beautiful and amazing stories for AR/VR for remarkable immersive experience. Works alongside the AR/VR artists.
* Research analyst and deeply follows market trends to craft solid copies backed by concrete data, and drives media strategy of the organization. Also, builds interesting reports on trends.
* Works side-by-side with the studio team to produce extremely alluring graphical copies and better serve the clients.
* Responsible for making decks, brochures, EDMs, flyers, stickers, wobblers and other marketing collaterals.

Quality control| Senior editor | CIO Review magazine (us publication) | Jun 2014 –

2017

* As a senior editor, I interviewed U.S. clients to produce articles/cover stories that delve into how a technology vendor's solutions can solve its customers' pain points.
* Lead copywriter, creating interesting and intriguing copies for companies. Designing the entire magazine from cover page to back cover, with innovative ideas in an effort to draw reader’s attention and help it retain till the last page.
* I managed a team of 8 associate editors and was responsible for their performance on both editing and interviewing.
* As a quality control manager, I ensured my team crafts compelling contents that speak to the target audience with the ability to produce clean, cogent, and surprising copy in a style that is clear, fresh, concise, and persuasive.
* Was responsible for the entire editorial decorum, style and processes for the publication.
* As a media strategist, I devised strategies to strengthen my company’s media presence and uplift the brand value.
* Trained new employees ‘what-and-how’s of interview, polished their writing skills for optimum output by showing how to customize approaches, and encouraged them to be life-long learners.

Media associate | Prime Focus Technologies | may 2013 – jun 2014

* Managed live content which goes on air all over the world (Middle-East, North America, UK, etc.)
* Provided proof reading, scripting, and translation services for some prestigious clients such as, Star, Sony, Sab TV and Colors Etc.
* Handled content for Star Jalsha, managed 12 shows for in creative writing.
* Gave specific inputs for the web content that is published for the shows I worked on, had been widely appreciated for my contributions.
* Worked on creative translation services, serving audiences worldwide. Worked on scripting, editing, proof reading for the same.
* I have worked for Star TV project as a content writer for their official YouTube channel. I managed live contents. Worked with the synopsis team too.

Personal interest and hobbies:

* Music, writing, cinemas and to learn anything new. I am a musician par excellence and have performed at popular events across the country.
* Metaphysics, psychology, Indian philosophy.
* Extensively interested in birds of prey and their nature.
* I love to help people and often shoulder their responsibilities in dire times.

I hereby declare that all the information provided here are correct to my knowledge.