

HEY THERE, I'M

# SARBASHREE MALLIK

EDITOR, CONTENT CREATOR & WRITER



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Maharashtra



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<https://thewanderingwonderersoul.blogspot.com>

## HELLO!

Knowledge is like a wall and experience is a peephole through it. I want to gain more experience by widening & breaking the periphery of that wall. I want to utilize my skills and creativity effectively to contribute to the growth of the organization as well as self-development.

## WORK EXPERIENCE

**DAILY HUNT**  
(VERSE INNOVATION PVT. LTD.)  
Jul 2019 – Jan 2020

### CONTENT REVIEWER

- Editing & writing content for a host of different formats from articles, listicles, banner copies & infographics.
- Social Media Handling
- Content strategy, Content Creation & Manage Content Calendar
- Work closely with the sales team to produce content to brief and to develop online and offline content for use across different media platforms.
- Various Client and Agency Handling

**DBS BANK**  
DEVELOPMENT BANK OF  
SINGAPORE  
MAY 2018 – DEC 2018

### EXECUTIVE – CONTENT WRITER

- Managing Editorial Write-ups, Blog writings & Website Content.
- Churning out content for Emailers, SMS, and Push Notifications.
- Handling campaigns & Projects related to Live More Zone by DBS.
- Social Media Handling.
- Proofreading & handling various agencies associated with DBS Bank.
- Drafting fresh lifestyle & travel content for Live More Zone by DBS.

**FREELANCE**  
JUN 2017 – MAY 2018

### CONTENT WRITER

- Managing content development for various clients/marketing teams for maximum outreach.
- Write short and long form website content, blogs, emailers, infographics for wide range of services and solutions.
- Create basic SEO/ keyword friendly, original and compelling content.
- Editing and finalizing the content according to the guidelines.

**VERTOZ MEDIA PVT. LTD**  
SEP 2015 – MAY 2017

### CONTENT SPECIALIST

- Worked as a part of the Marketing & PR team.
- Responsible for writing engaging blogs and articles for epitomizing the reach of the online advertising/programmatic industry to its potential customers and dynamic audiences.
- Active hand in content design and final dispatch of the company's website.
- Social Media handling. (Facebook, Twitter, LinkedIn & Quora)
- Responsible for content creation & copy inputs (emailers, brochures, booth design & digital magazine)

## EDUCATION

2013 - 2015

### MASTERS IN PERSONNEL MANAGEMENT

Neville Wadia Institute of Management Studies and Research, Pune.

2010 - 2013

### B.A. ECONOMICS

D.G. Ruparel College of Arts, Science and Commerce, Mumbai.

## SKILL

ARTICLE WRITING  
CONTENT IDEATION &  
STRATEGY  
PROOF READING &  
CREATIVE WRITING  
WEBSITE CONTENT  
CREATION  
BLOG WRITING

## HOBBIES

- 'Photography' is nothing but a person dealing with an actual time machine in his/her hand and operating it through lens.
- 'Writing Poems & Stories' as 'Serenity' comes through expressive writing.
- 'Me, backpack & trekking' perfect love triangle of my life.