

# Sreejeeta Sen

## Senior Content Writer

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## Work experience

### Senior Content Writer

December 2019 - Present

[TargetOrate Consulting](#)

#### Job Role:

- Creating content, taglines, wireframe ideas for websites, social media posts, blogs.

### Senior Content Writer Contributor

June 2019 - November 2019

[IndustryARC](#)

IndustryARC is a market research consulting firm.

#### Job Role:

- Research, analysis and content writing of products and their technicalities related to healthcare, lifestyle, automation, chemicals, automotive, electronics, and others.
- Writing advertising posts for promotional platforms, social media.

### Senior Reporter

December 2018 - May 2019

[IndiaForums](#)

IndiaForums is a Bollywood entertainment website.

#### Job Role:

- Content writing, Celebrity interviews, TV soap opera reviews, Analytical writing.
- Creating taglines, writing posts, copy-writing on social media

### Senior Content Writer

November 2017 - December 2018

[BollywoodLife](#)

BollywoodLife is a Bollywood entertainment website owned by Essel Group.

#### Job Role :

- Developing and creating content for digital media. Well-researched and accurate content production on tight deadlines along with attending celebrity interviews, events.
- Creating social media posts, writing content for promotional write-ups.

### Executive Producer

May 2013 - November 2017

[SVF Entertainment Pvt. Ltd.](#)

SVF Entertainment Pvt. Ltd. is an Indian media and entertainment company headquartered in Kolkata, West Bengal. The other divisions of the company include Exhibition, TV Production, Digital Cinema, Music, Home Video and IPR syndication.

**Projects :** Bojhena Se Bojhena, Maa, Thik Jeno Love Story, Potol Kumar Gaanwala, Gouridaan, Maa Durga, Naagleela, Tobu Mone Rekho, HoiChoi

#### Job Roles:

- To look after the production from the onset of sets, scripts, cast to other aspects of the production
- Developing content, writing material for scripts, bulletins and links
- Managing the logistics of resources, staffing and equipment
- Writing taglines, social media posts, advertising copies for promotional and marketing purposes

## Education

- **Post Graduate Diploma** in Mass Communication & Journalism [2013-2014], Bharatiya Vidya Bhavan
- **B.A Hons.** (English) [2010-2013], Calcutta University

## Skills

### Copy-writing



writing taglines, advertising copies for marketing and promotional purposes

### Understanding of SEO



optimizing the online content piece with keywords so that the search engine crawler pushes the article in the search list

Excellent verbal and written communication skills.



Ability to work under pressure and to tight deadlines



Diplomacy and sensitivity when dealing with partner organisations and colleagues



## Freelancing Projects

TollyWood Dhamaka & Koimoi.com

**Job Role :** Feature stories, event news, Cover events of different inaugurations & premiers, Writing movie reviews, Writing interviews