

SANCHITA CHOWDHURY

Durgapur West Bengal
+91 8617658881
chowdhurysanchita19@gmail.com
Link : [linkedin.com/in/sanchita-chowdhury-1a8053209](https://www.linkedin.com/in/sanchita-chowdhury-1a8053209)

PERSONAL SUMMARY

Experienced Technical Content Writer with 7+ years of expertise in curating SEO-optimized articles, blogs, whitepapers, and web content. Skilled in adapting writing styles for diverse industries, conducting in-depth research, and enhancing brand visibility. Adept at creating engaging, strategic content that aligns with business goals and resonates with global audiences.

STRENGTHS

- Detail-oriented
- Adaptive & Proactive
- SEO experience
- Creative & Versatile
- Strong Communicator
- Proofreading
- Promotional marketing and advertising
- Consistent brand messaging
- Copywriting
- Keyword optimization

WORK EXPERIENCE

WEBINDIA INC. Ahmedabad, India

Content Writer 03/2024 to 11/2024

- Revamped WebIndia Inc.'s online presence with effective keyword research, SEO-optimized content, and improved website layouts.
- Led client content as Content Head, ensuring quality through proofreading, and crafting impactful blogs.
- Enhanced reach with creative social media strategies and result-driven content plans.

TROOPR LABS INC

Contractual Content Marketing Consultant 01/2024 to 03/2024

- Joined the organization to launch the new AI Product, Enjo.ai in ProductHunt
- Contributed by taking part in the event for product launch
- Made Strategies related to Created content strategy for all competitive keywords
- Edited blogs and wrote blogs related to Gen-AI

TROOTECH BUSINESS SOLUTIONS

Content Writer 03/2023 to 10/2023

- Wrote structurally graded high-quality B2B web content & SaaS blogs that generated more prospects
- Wrote keyword-optimized guest posts to achieve high-quality backlinks
- Wrote technical web content to enhance the ranking in SERPs

ATYANTIK TECHNOLOGIES PVT. LTD

Technical Writer 08/2022 to 05/2023

- Produced compelling content for various online platforms, including blog posts, social media posts
- Wrote emailers, and made company brochure resulting in a 25% increase in website traffic and engagement
- Collaborated with cross-functional teams to ensure consistent brand messaging and high-quality content across all channels
- Published a SaaS whitepaper content through exclusive CMS Systems like Strapi

AIS TECHNOLABS

Content Writer 04/2020 to 07/2022

- Curated various types of content for the company, as well as its sister companies
- Reviewed content pieces produced by other writers
- Wrote technical UI/UX web contents for clutch, goodfirms, quora, gps, web blogs, to enhance the ranking in SERPs
- Learned about SEO-best practices & industry trends

IGLOBAL IMPACT ITES PVT. LTD

Content Writer

06/2019 to 12/2019

- Utilized SEO best practices to optimize content for search engines, resulting in a 15% increase in organic search traffic and improved visibility for the company's products and services
- Developed distinctive digital content, including web blogs and Guest Blogs
- Wrote short-form, and long-form articles for the company's clients

EDUCATION

M.A: ANCIENT INDIAN HISTORY, CULTURE & ARCHAEOLOGY
Visva Bharati University, Santiniketan, West Bengal

01/2023

CERTIFICATIONS

- Internship Certificate, 01/01/19, Offbeat Writer's Forum
- Best Writer & Winner, 01/01/18, Creative Bloggers of Ind
- Best 5 Spoken English Trainer, 01/01/24, Break The Barriers

PERSONAL INFORMATION

Date of Birth: 05/16/00

LANGUAGES

- English, Professional
- Hindi, Professional
- Bengali, Professional

PUBLICATIONS

- Ashes that flame beyond the time, Co-Compiler & Co-Author, Versus Kindler Publications
- Words Do Scream, Co-Author, Rooh Se Publications
- ME Talks, Podcast Anchor, Adds2Cart & Jem'appelle

HOBBIES AND INTERESTS

- Reading Short Stories
- Writing Journal
- Listening Audio Stories
- Shopping
- Traveling