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Professional Summary

With 7 years of hands-on experience in the media and content industry I consistently strive for excellence in all my tasks and am well-accustomed to working in challenging, fast-paced environments while managing multiple projects simultaneously. My background includes roles as an Associate Content Writer, Bengali Translator, Copy Editor, and Sub Editor for leading media outlets. I specialize in news writing, article & blog writing, content creation, and proofreading. I hold a Post Graduate Diploma in Journalism, and I am proficient in various software tools and languages.

Professional Experience

Olympiad - Silverzone

(January 2024 – Present)

Content Developer

<https://www.silverzone.org/> (Website)

- Developed 3D-based video contents
- Developed website articles
- Wrote press releases for the organization
- Wrote academic contents, including:
 - Concurrently managed numerous writing projects with strict deadlines
 - Conducted advanced research on topics spanning:
 - English Literature/Poetry

- Art/Art History
- Religion/Theology Studies
- Indian History
- Music and Indian Culture
- Sociology

Coolboots Media Pvt Ltd. (Times Internet)
(February, 2019 – December, 2023)

Associate Content Writer

Qureka (Trivia mobile application)

- Developed engaging live quizzes and image-based quizzes
- Managed and organized content within the app
- Collaborated with a team to edit, and curate content, maintaining high-quality standards.
- Oversaw the scheduling and updating of content
- Effectively managed the social media handle, maintaining a strong online presence
- Utilized data-driven insights to make informed decisions for the creation of a well-structured social media calendar

Qureka skool

- Developed engaging revision-based trivia questions for various class subjects
- Coordinated and scheduled content creation, editing, and review processes
- Conducted meticulous proofreading of content to ensure accuracy, clarity, and consistency
- Efficiently managed and organized content uploading schedules
- Managed scheduling tasks efficiently, coordinating deadlines

Update Today

- Curated compelling content topics and themes, aligning with target audience interests and industry trends
- Published engaging articles on Lifestyle and travel based topics for feature stories
- Conducting extensive research on the Internet to provide factual statistics
- Conducted meticulous proofreading and editing to maintain high-quality content standards
- Ensured content adherence to company guidelines and standards
- Proficiently used WordPress (CMS) to create and manage web content
- Implemented SEO best practices to optimize content for search engines and enhance online visibility

Samadhaan

- Authored articles aligned with government schemes, jobs, and personal finance, ensuring accurate and relevant content
- Selecting engaging and informative subjects to attract a wide readership.
- Utilized WordPress Content Management System (CMS) for ensuring seamless publishing and user-friendly website operation
- Conducted keyword research, on-page optimization, and metadata enhancement, resulting in increased organic traffic

[Viral shots](#) (backed by Times Internet)

- Wrote news for Bengali language category, catering to a diverse readership.
- Generated response from users and created reader engagement for India's largest digital media conglomerate, Times of India.
- Collaborated with category managers to ideate and define content goals
- Proficiently condensed full-length articles into concise 60-word microcontent
- Worked closely with graphic designers and other content managers to foster the creation of accurate and thought-provoking stories
- Coordinated trending content topics across application's content to boost timely app visitors

[R Plus](#) (A Front Line News Channel)

(December 2018 – February 2019)

Senior Sub-Editor

- Proficient in web news writing with a focus on crime and politics beats
- Adept at meticulous proofreading to ensure error-free articles and maintain high-quality standards.
- Skilled in website management, overseeing the overall structure, content organization
- Enhancing user experience through website optimization
- Proficient in Adobe Photoshop for professional photo editing
- Proven leadership abilities in managing and leading a team of news writers for the General Desk, District Desk, and City Desk, ensuring efficient news coverage and timely publication

[Kolkata 24 X 7](#)

(April 2018 - November 2018)

Sub Editor

- Wrote and managed Breaking News and Scrolling Up, ensuring timely and accurate delivery of critical news updates
- Proficiently performed proofreading, maintaining high editorial standards, and ensuring error-free content
- news writing, specifically for City crime, City politics, and district news
- Conducted extensive research on news topics, gathering comprehensive and reliable information
- Managed and edited breaking news content, ensuring accuracy, relevance, and adherence to editorial guidelines
- Oversaw the production and publication of real-time news updates,
- Maintained a keen eye for detail and staying up-to-date with the latest developments in the news industry

[Artage News](#)

(January 2017- April 2018)

Desk Editor

- Managed and curated Breaking News content while ensuring timely updates for scrolling news sections
- Maintained a high standard of news writing for various segments, including city crime, city politics,

and districtSpecialized in news writing for city crime, city politics, and district news, delivering in-depth coverageget news

[Aajkaal](#) (A Front Line Newspaper)
(December 2016- January 2017)

Internship

- Proficient in news writing across multiple segments, including City Desk, District Desk, National Desk, Entertainment Desk, and Lifestyle Desk
- Experienced in conducting extensive research to gather information and stay updated on current news and events
- Skilled in maintaining a high standard of journalistic ethics and practices when creating news content
- Committed to delivering well-researched, accurate, and engaging news articles to inform and engage readers effectively.

Education and Training

Post Graduate Diploma Course in Journalism

Bhavan's Asutosh College of Communication and Management

B.A.(Bengali Hons.)

South Calcutta Girls' College (Calcutta University)

Technical skills

Basic (Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Paint),

- Proficient in SREELIPI software
- Quark express and learning Photoshop.

Declaration

I declare that the above particulars are correct to the best of my knowledge and belief. I understand that strict actions can be taken against me if these are found incorrect.