**Sanjib Chatterjee**

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**Profile Summary:**

Total 8 years experience in Marketing Communication / Branding out of which more than 6 years of relevant experience as a Mainline Advertising Copywriter and Digital Copywriter. Well-versed with the short copy as well as long content for national and international B2C and B2B clients

A passionate writer who is also a traveller, painter, avid reader, inspirational storyteller and Gospel singer

**Career Objective:**

Looking for an opportunity as a **Full-Time Copywriter (Work from Home)/Freelance Copywriter/Creative Consultant** for any advertising agency or company

**Career Journey:**

**CURRENT AGENCY: FIRST IMPRESSION COMMUNICATIONS**

**Position:**

**Senior Copywriter (English + Hinglish)**

**and Brand & Communication Strategist**

**Tenure:** April 1, 2020, to date

**Job Responsibility:**

Crafting 360-degree creative campaigns for clients, writing for print ads, outdoor ads, marketing collaterals such as a brochure, leaflet, poster, dangler, tabletop, standee, video scripts, social & digital media posts, FB ads, Instagram Ads, Amazon Brand Store page copy, website copy

Working with clients like Ador Health, Angat 22 Restaurant & Banquet, Fabexa, Morima Urban Ethnics, iFast Financials and many others

**LAST AGENCY: BESTOW**

**Position:** **Copywriter (English + Hinglish + Hindi)**

**Tenure:** September 25, 2019, to April 30, 2020

**Job Responsibility:**

Crafting 360-degree creative campaigns for clients, writing for print ads, outdoor ads, marketing collaterals, digital campaigns, video scripts, website copy and social media posts

Working with clients like SunCity Club & Resorts, UCMAS (India, Canada, USA,) Obotz (Canada, India, USA), JOE India, Zydex, Signature Eyewear, Optic House, Caritas Pharma, Chakachak, Uttarayan Arts, Grand Polymers and many more

**Successful Campaigns:**

“Hamari Familywali Diwali” – SunCity Club & Resorts

“Familywali Happiness” – Suncity Club & Resorts

“Dimaagwali Diwali” – UCMAS India

“My Abacus My Superpower” – UCMAS India

“Let Your Child Innovate the Future” – O’Botz Canada

“Let’s JOE” - JOE India

“Learn to Lead” - JOE India

“Kapde Chakachak toh Life Takatak” - Chakachak

“Your Place Speaks About You” - U&I Interiors

“SumiP Hai toh Strength Hai” - SumiP

“Ek Smart Soch” – Dainik Bhaskar

**Previous Agency: Triton Communication, Ahmedabad**

**Position:** **Copywriter (English)**

**Tenure:** June 26, 2017 to January 2019

**Job Responsibility:**

Building path-breaking ideas (ATL & BTL), writing copy for print, outdoor, marketing collaterals, social media, proofreading copy

Worked with clients like Adani Wilmar Limited, Pratham Enterprises, HOF Furniture, Dainik Bhaskar, Amul Dairy, Sterling Hospital, Ramdev Masala, Arvind SmartSpaces

**Past Organisation: Ganeshaspeaks.com, Ahmedabad**

**Position:** **Copy Writer (English)**

**Tenure:** April 2016 to June 2017

**Job Responsibility:**

Responsible for transforming GaneshaSpeaks’ web presence and making the communications clutter-free, crisp and interactive for its target audience

Responsible for re-branding the website from scratch, writing for web banner, services, latest blogs, interactive contests, games and quizzes, preparing e-mail campaigns, social media campaigns, and video scripts for AstroFlix.com

**Organisation: Motif InfoTech Pvt Ltd, AHMEDABAD**

**Designation :** **Content Writer**

**Tenure :** Feb 14, 2015 - March 31, 2016

**Job Responsibility:**

Responsible for writing web content for premium hotels of [makemytrip.com](http://makemytrip.com/) and editing the images

**Organisation: India Today Group, Vadodara**

**Position:** Assistant Manager-Client Servicing

**Tenure:** February 2011 to June 2013

**Job Responsibility:**

Responsible for building visibility and awareness of the brands of Music Today in Vadodara through visits, events, promotional campaign

**Qualification:**

MBA (Marketing and Advertising) from IBS Mumbai, 2010

BBA from George College, Kolkata under West Bengal University of Technology, 2007

**Personal Details:**

**Date of Birth:** 25th November 1988

**Hometown**: Barasat, North Kolkata

**Marital** **Status**: Single

**Hobbies:** Writing ads, social media posts, updating my portfolio, reading Ogilvy On Advertising In The Digital Age by Miles Young, listening to music, watching motivational stories