

# Puja Sadhu

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**Senior Content Associate** with around 6 years of experience in crafting impactful web content, social media content, and internal and external business communications. Proficient in developing compelling narratives and leveraging digital platforms to drive engagement, strengthen brand presence, and align messaging with organisational objectives. Skilled in B2B and B2C communication, storytelling, and implementing effective content marketing strategies to support business growth.

## Skills

- **Content Design & Strategy** – Creating engaging, user-centric content for web, social media, and other communication platforms to enhance audience engagement and brand visibility.
- **Internal & External Communications** – Skilled in US and UK English writing styles for corporate, marketing, and stakeholder communications.
- **Web Content Writing & Social Media Content Creation** – Crafting SEO-friendly copy, blogs, articles, and social media campaigns.
- **Search Engine Optimisation (SEO) & Keyword Research** – Understanding of on-page, off-page SEO, and tools like SEMrush, Helium 10.
- **Stakeholder Collaboration & Cross-Functional Communication** – Working closely with marketing, design, and product teams to align messaging.
- **Brand Storytelling & Messaging** – Building narratives that resonate with target audiences and strengthen brand identity.
- **Tools & Platforms Proficiency** – MS Office Suite, WordPress, Canva, Figma, SEMrush, Helium 10, Google Analytics.

## Experience

### Senior Content Associate

Sutherland Global Pvt. Ltd. | Hyderabad | January 2025 – Till Present

- Develop instructional content, process guidelines, internal knowledge base articles, and help center documentation for internal teams.
- Design, curate, and launch monthly newsletters to enhance internal communication and engagement.
- Conduct comprehensive content audits to identify grammatical errors, ensure policy compliance, and implement necessary updates.

### Content Writer

Denken Solutions Inc | Hyderabad | June 2024 – December 2024

- Develop and execute content strategies for various social media platforms
- Create monthly social media content calendars and analyse performance metrics to optimise engagement
- Write website content, including articles, blogs, whitepapers, case studies, e-books, and newsletters tailored for target audiences
- Write and create single-image posts, carousels, and static videos using Canva

## **Content Writer**

**Suntec Web Services Pvt. Ltd. | New Delhi (Remote) | September 2021 – June 2024**

- Develop, implement, and execute content strategies for B2B and B2C products across various social media platforms and internal channels
- Delivered user-friendly, SEO-optimised content for websites and social media platforms
- Crafted articles, blogs, whitepapers, press releases, newsletters, and case studies for B2B and B2C products
- Wrote product descriptions and promotional articles for various channels and web
- Proficient in tools such as WordPress, Canva, Helium 10, and SEMrush for content creation and analysis
- Proofread and edited the content of other teammates in the absence of the team leader
- Assisted the team leader and manager in conducting interviews

## **Freelance Content Writer**

**Canny Brains | Ahmedabad (Remote) | May 2020 – August 2021**

- Conducted industry-specific research to produce articles, blogs, and press releases at an individual level
- Developed promotional and descriptive content for financial services and consumer products

## **Junior Academic Research Associate**

**Assurex-E-Consultant | Kolkata | April 2019 – April 2020**

- Authored academic research papers and case studies in English, Journalism, and Business Studies

## **Key Projects**

- Zappos
- Shopify
- Gartner
- Amazon A+ content

## **Key Industries**

- Staffing
- IT
- Education
- Fintech
- E-commerce
- Travel

## **Education**

**Bachelor of Arts: Honours in English | Asutosh College | University of Calcutta**

2014 – 2017 | 60.4%

**I.S.C (Higher Secondary) | St. Jude's High School | Kolkata**

2012 – 2014 | 83.5%

**I.C.S.E (Secondary) | National English School | Kolkata**

2010 – 2012 | 82.3%