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# APEKSHA BAGCHI

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## **Senior Content Writer, Editor, Blogger, and Freelance Writer**

Contact-- 918209378552 +917424948698

Email id- apekshabagchi@gmail.com

Blog-[https:// mundanelifenah.wordpress.com](https://mundanelifenah.wordpress.com)

LinkedIn profile link:<https://www.linkedin.com/in/apeksha-bagchi-5445a4120/>

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## **PROFESIONAL EXPERIENCE**

### **Senior Content Writer and Editor**

**Thrillophilia (July 2019- till present)**

- Job Details

- Create and develop content/itinerary for organization's web presence such as website, blog and other social media and online articles.
- Maintain a consistent look and feel throughout all content on the web.
- Writing, rewriting, editing and proofreading text.
- Mentoring and leading junior content writers and freelance writers.
- Making sure that 'content style' is adhered to writing headlines, picture captions and story, summaries, editing reports and press releases, liaising with writers.
- Verifying information and story details.
- Ensuring that stories are the right length, correctly placed, and accurate.

### **Content Writer and Editor (remote)**

**Brew My Idea (May 2019-till present)**

- Job Details

- Web content writing for their clients, which includes BrideMeUp, Tantra Nectar, etc.
- Editing and proofreading books and articles

### **Fitness Writer (remote)**

**Yogific (May 2019- till present)**

### **Content Writer (remote)**

**G2H Nutriments by Bodybuilder YashmeenChauhan (July 2019- till present)**

• Job Details

- Analyzing their health and fitness products to come up witty and crispy captions.
- Writing engaging and sales generating product descriptions.

## **Entertainment and Lifestyle Blogger (remote)**

**LEFToye (June 2019- till present)**

**My Author bio:** <https://www.leftoye.com/author/apekshabagchi/>

### **- Job Details**

- Coming up with trendy topics and pitching ideas about composing a content piece around it.
- Writing articles, developing new and innovative multi-media, and engaging social media content.
- Ensuring that there is no plagiarism while creating engaging and legible content for online consumption.

## **Senior Blogger and Writer**

**Indian Women Blog (August 2017- June 2019)**

**My Author Bio:** <http://www.indianwomenblog.org/jwb-author/?token=NTlyOA==>

### **- Job Details**

- Content writing for target audience.
- Keyword and content research.
- Plagiarism check.
- Taking Interviews

### **- Responsibilities**

- Creating engaging and legible content for online consumption while ensuring there is no plagiarism.
- Extensive research for keyword for search engine optimization.
- Setting the overall tone of the website.
- Creating semantically rich content.
- Searching and contacting people for interviews (have taken interviews of **wildlife conservationist PrernaBindra, photographer ArjunKamath, ManishaKoirala, transgender rights activist AkkaiPadmashali, theatre artist AnuradhaRao**, and many more).
- Movie reviews, opinion pieces.

## **Brand Writer**

**Scoopwhoop Media Pvt. Ltd. And Vagabomb(March- July 2017)**

**My Author Bio:** <https://www.scoopwhoop.com/author/apeksha-bagchi/>

### **- Job Details And Responsibilities**

- Writing articles, developing new and innovative multi-media and engaging social media content.
- Brand building and development through market analysis and research.
- Developing social media strategies that enable the content to reach a wider audience.
- Handled the project of **Hike**, coming up with engaging topics for the platform and curating interesting content.

### **Blog Writer**

**SarcasmLol (June 2016 – February 2017)**

**My Author Bio:** <http://sarcasm.co/author/apeksha/>

- Job Details And Responsibilities
  - Web content writing for target audience.
  - Keyword and content research.
  - Creating engaging and legible content for online consumption while ensuring there is no plagiarism.
  - Extensive research for competitive content audit.
  - Extensive research for keyword for search engine optimization.
  - Setting the overall tone of the website.
  - Creating semantically rich content.

### **Content Writer (Internship)**

**VenturePlate Technologies (Jaipur) (Jun 2016 - Jul 2016)**

- Job Details And Responsibilities
    - Writing content for the websites being developed
    - Coming up with quirky one-liners and captions for the products
    - Also, worked on the content development of their sister website Festive Tours, a travel and tour company.
    - Creating engaging content for their booklets and brochures.
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## **CAREER PROFILE**

- 3 years of work experience in fields pertaining to content writing.
- Comprehensive and strong knowledge of English literature, phonetics, grammar, social media content,
- Research specialization in finding engaging social media content, finding 360 degree information about a given topic
- Strong communication skills acquired from participation and anchoring in research conferences plus talking to varied personalities during the interviews.
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## **EXPERIENCE AND ACHIEVEMENTS**

## 1. ANCHORING AND SESSION MANAGEMENT

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION

BY AMITY UNIVERSITY | Nov 2016

**And**

ALL INDIA MEDIA EDUCATORS CONFERENCE | April 2016

- Anchored a technical session and scripted the entire session on a short notice.
- Spearheaded the session and made sure of all the necessary arrangements.
- Contributed in organizing the conference and managed the respective session.
- Managed and engaged with a large number of delegates.
- Part of the database management team in the conference.

## 2. Participated in 2<sup>ND</sup> **INTERNATIONAL ENGLISH OLYMPIAD**

- Stood 1st at school level
- City rank-19
- State Rank- 30

## 3. Participated in spell bee and poetry competitions in **AMITY LEADERSHIP FEST.**

4. One-day Workshop on **“Changing Dimensions of PR in Today’s Scenario”** conducted by Amity University Rajasthan 19<sup>th</sup> January 2016.
5. One day Workshop on **Digital and Social Media Marketing** conducted by Amity University Rajasthan on 11th March 2016.
6. One day Workshop on Science Communication conducted by Amity University Rajasthan on 4th September 2015.
7. Organized an event, **“Train your Brain”** at Amity University Rajasthan.

## EDUCATION

- **Bachelor of Journalism & Mass Communication (B.J.M.C.) (2014 - 2017)**  
Amity University Rajasthan  
CGPA: 8.70/10
- **XII (Senior Secondary), Science**  
Year of Completion: 2013  
ISC Board (Springfield School)  
Percentage: 85.00%

- **X (Secondary)**

Year of Completion: 2011

ICSE Board (Springfield School)

Percentage: 92.00%

## **HOBBIES**

Reading novels, writing short stories, poems, articles, singing, and photography.

## **SKILLS**

- Superlative writing and editing and verbal skills
- Language proficiency (English and Hindi)
- Copywriting
- Active on Social Media-Facebook, twitter etc.
- Can work efficiently on word processing softwares- MS Word, MS Excel
- Great communication, teamwork and people skills
- Enthusiastic about challenges and learns quickly
- Accomplishes fine work quality under pressure
- Photo editing (Adobe Photoshop CC)
- Can speak and write basic Chinese
- Photography