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|  |  | | **Priyangi Chakrabarti** | **Kolkata, West Bengal, India**  **+91 9051067214**  [**chakrabartipriyangi@gmail.com**](mailto:chakrabartipriyangi@gmail.com)  [**linkedin.com/in/priyangi-chakrabarti**](https://www.linkedin.com/in/priyangi-chakrabarti) | |  |  |
|  | | **Content Creation Specialist** |
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|  | | | **PROFILE SNAPSHOT** | | | | |
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|  | | | A passionate Content Creator with over 3 years of experience in creating compelling narratives and crafting engaging content that educates and entertains. Exceptional proficiency in SEO, driving growth, engagement, and conversions through strategic content marketing. Diverse writing experience ranging from blog posts, social media content, professional resumes, to academic writing. Received numerous accolades and consistently ranked among top performers for outstanding content delivery and process enhancement. | | | | |
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|  | | | **CORE COMPETENCIES** | | | | |
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|  | | | * Content Creation * Data-Based Documents Preparation * Resume Writing * SEO * Social Media Content Creation * Academic Writing * Blogging | | * Article Writing * Cross-functional Team Collaboration * Proofreading * Team Mentoring * Digital Marketing Content Creation * Editing | | |
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|  | | | **PROFESSIONAL EXPERIENCE** | | | | |
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|  | | | ***Senior Writer, Y-Axis Overseas Careers | Jan 2022 - Present*** | | | | |
|  | | | **Key Responsibilities** | | | | |
|  | | | * Steer creation of ATS-compliant resumes and LinkedIn profile enhancements * Engage in proofreading, content editing, and preparing data-driven content * Tailor compelling cover letters, encapsulating applicants' credentials and aspirations * Mentor aspiring writers, fostering their professional growth * Spearhead team operations, ensuring high-quality deliverables * Engage with clients, guaranteeing their contentment with the final product * Deliver SEO content for digital marketing, bolstering clients' online footprint | | | | |
|  | | | **Achievements** | | | | |
|  | | | * Achieved fast promotion from resume writer to senior writer * Received awards for outstanding performance in less than a year * Accumulated over 50 positive client reviews on Google+ * Ranked among the top performers consistently in performance metrics * Took initiatives to enhance team performance and optimize processes * Resolved most first drafts, minimizing revision cycles and increasing client satisfaction * Earned over 40 client appreciations for excellent content delivery * Prepared SEO content for digital marketing, improving clients' online visibility * Received recognition for delivering the highest number of drafts in three consecutive months | | | | |
|  | | | ***Content Writer, Globsyn Business School | Jun 2020 - Dec 2021*** | | | | |
|  | | | **Key Responsibilities** | | | | |
|  | | | * Script enthralling blogs and articles, guaranteeing content excellence and client contentment * Generate SEO-compatible website content, improving search rankings and organic traffic * Foster a positive brand image through Online Reputation Management (ORM) * Produce captivating social media posts, attracting the target demographic * Collaborate with team members for synchronized and strategic content execution | | | | |
|  | | | ***Academic Content Writer, Freelance | Jun 2019 - Jun 2020*** | | | | |
|  | | | **Key Responsibilities** | | | | |
|  | | | * Compile high-quality academic content, adhering to academic standards and guidelines * Maintain communication with clients, offering regular updates on project progression * Perform quality and plagiarism checks, ensuring content completeness before final submission | | | | |
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|  | | | **EDUCATION** | | | | |
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|  | | | * **Doctor of Philosophy - PhD, Environmental Biology | Jadavpur University | Mar 2013 - Jun 2020** * Thesis Topic: Studies on the Bioremediation of Chromium from the Tannery Waste * **Master of Science - MS, Microbiology and Immunology | West Bengal State University, Kolkata | Aug 2010 - Aug 2012** * Project: Extraction of Beta Lactose enzyme of Bacillus subtilis * **Bachelor of Science - BS, Microbiology, Hons. | Calcutta University, Kolkata | Aug 2008 - Aug 2010** | | | | |
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|  | | | **CERTIFICATION** | | | | |
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|  | | | * **Master Program in Digital Marketing, NIHT,** Pursuing Currently | | | | |
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