

BIGRAH PRASAD PANDA

SENIOR CONTENT
DEVELOPER &
INTERVIEWER

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Details

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Expertise

- Market Research
- Copywriting
- Ad Writing
- Blog Writing
- Content Strategy
- Interviewing

Education

2018-21

Utkal University

BA-English Literature 8.05

2018

KIIT Science College

12th Grade 75%

2016

DAV Public School

10th Grade 83.6%

Certifications

Writing and Editing: Drafting
University of Michigan

Writing and Editing: Word Choice and Word Order
University of Michigan

Fundamentals of Digital Marketing
Google

About Me

Experienced writer and interviewer who has created content for over 50 B2B publications across Europe, APAC, and the U.S., including renowned magazines like CIOReview and Healthcare Business Review. At my current role at Gushwork, I've developed over 50 blog posts for two key B2B SaaS clients, Peakflo and Tidyhire. I excel at taking complex topics and making them accessible through clear, engaging writing backed by in-depth research. My ability to quickly build rapport allows me to bring out unique perspectives in my writing. I'm a lifelong learner, constantly acquiring new skills and making new friends.

Experience

Gushwork (2024 September - Present)

Content Writer

- Developed and wrote over 50 blog posts for two key B2B SaaS clients, Peakflo and Tidyhire, adhering to client-specific style guides and SEO best practices
- Conducted in-depth research using a variety of sources including Reddit threads, G2 reviews, industry publications, and first-hand customer accounts to craft informative, data-backed blog content
- Collaborated closely with clients to deeply understand their target audience, pain points, industry trends, and messaging needs in order to produce high-performing content
- Worked cross-functionally with the design team to ensure a cohesive visual identity and engaging layout for all written content
- Edited and optimized blog posts written by other team members to ensure consistent quality, brand voice, and SEO alignment across all client content
- Demonstrated strong writing, research, and analytical skills to produce compelling, SEO-optimized web content that drove traffic and supported the clients' marketing goals

siliconindia (2023 Feb - 2024 Sep)

Senior Content Developer & Interviewer

- Proficiently grasped complex topics and communicated them clearly to diverse audiences.
- Crafted articles and blog posts that serve as subtle marketing pieces and seamlessly blend into editorial content, avoiding a salesy tone while effectively promoting products or services.
- Conducted hundreds of interviews with CXOs, founders, and business leaders, demonstrating strong research skills to identify industry pain points and tailor content to meet prospects' needs.
- Gained a keen understanding of various industries, enabling effective communication and relationship building with potential customers.
- Wrote ad copy that resonate with target audiences, showcasing unique value propositions and driving engagement.
- Adapted to different writing styles and content to suit the preferences and requirements of diverse audiences.

Pratilipi (2022 Nov- Jan)

Content Writing Intern

- Read and Summarised 20+ stories to be repurposed into webseries.
- Prepared pitch decks for 3 movies.
- Developed 5+ stories from a logline.