

# SHUBHANKAR BAGCHI

COPY WRITER

## DETAILS

### ADDRESS

Galgotias University  
Greater Noida, Uttar Pradesh,  
203201  
India

### PHONE

9910985000

### EMAIL

bagchi.shubhankar3@gmail.com

## LINKS

[Twitter](#)

[Portfolio](#)

[Swipe File](#)

## SKILLS

Creative / Storytelling  
based writing

Value/ Sales Email

Short-form Scripts

Digital persuasion

Creative advertising

Social Media engagement

Brand voice development

Trend analysis & Market  
research

Collaborative Teamwork &  
Spirit

## LANGUAGES

Hindi

English

## PROFILE

I'm a copywriter who loves turning words into impact. I help brands and businesses connect with their audience through engaging, persuasive, and marketing-driven content. Whether it's adaptive writing, ad, email, or social media post, my goal is simple: to make people stop, read, and take action.

## WORK

### Swetabh Gangwar Course SOFT SELL

- Designed a CTA-driven email structure to smoothly transition from storytelling to conversion.
- Positioned the product as a practical, results-driven solution through personal storytelling
- Applied consumer psychology to address common productivity pain points and create relatability
- [ATTACK MODE SALES EMAIL - Google Docs](#)

### Short IG SCRIPT (make money)

- Crafted a bold, attention-grabbing hook to drive curiosity and increase interaction.
- Created short-form sales script optimized for Instagram engagement.
- Provided a simple, actionable framework to drive real-world financial results.
- [stop listening to ALEX HORMOZI](#)

## EDUCATION

### AISSCE, Kendriya Vidyalaya Vikaspuri

2009 — 2021

Uttam Nagar, Delhi

### B.Tech CSE, Galgotias University

Oct 2021 — May 2025

Greater Noida, Uttar  
Pradesh

## COURSES

### Copywriting Foundation, COPY LAUNCHPAD

## EXTRA

### BOOKS

Copywriting Secrets : Jim Edwards

Take Their Money : Kyle Milligan