



PRAGATI PANDEY

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PROFESSIONAL SUMMARY

Content writer with demonstrated expertise in product descriptions, blog writing, and strategic copywriting for fashion and lifestyle brands. Skilled at developing SEO-optimised content tailored to specific audiences, while maintaining a consistent brand voice. Proven track record of winning creative writing competitions, conducting thorough research, and delivering high-quality work within tight deadlines. Passionate about translating complex ideas into approachable, reader-friendly narratives across multiple platforms.

CORE COMPETENCIES

- Content Writing & Editing
- Product Description Writing
- Blog & Article Writing
- SEO Optimization
- Copywriting & Marketing Copy
- Research & Fact-Checking
- Hindi-English Transcription & Subtitling
- Basic Photoshop & Video Editing
- MS Word & Google Docs

PROFESSIONAL EXPERIENCE

CONTENT WRITER | COPYWRITER | PRODUCT DESCRIPTION, 01/2020 - Current
Freelance, Kolkata

- Wrote compelling product copy highlighting design, utility, and features for digital marketing campaigns; samples available on my portfolio site
- Developed lifestyle and educational blog content focused on study tips, self-improvement, and productivity topics for target audiences.
- Conducted thorough research and fact-checking to ensure content accuracy and credibility across all written materials.
- Edited and refined written content for clarity, engagement, and consistent brand alignment

EDUCATION

R.B.C. College for Women, Naihati, West Bengal, 01/2022
Bachelor of Mathematics

INTERESTS AND EXPERTISE AREAS

- Fashion
- Makeup
- Journaling
- Reading
- Creative Expression
- Lifestyle Content
- Educational Writing
- Cultural Translation

PORTFOLIO

<https://celestialdraco6-lab.github.io/>

LANGUAGES

English (Fluent)
Hindi (Native)

TRANSLATION SAMPLES

Hindi-English transcription, translation, and subtitling work demonstrating bilingual proficiency and cultural nuance. See full samples on portfolio website: <https://celestialdraco6-lab.github.io/translation.html>

WRITING SAMPLES

Product Description – Leather Bag *"The beautiful design of the bag will grab the attention of all people, making you popular. Made up of strong leather having high durability and designed to meet the requirements of the user. The design of the bag is simple yet attractive, and the bag comes with spacious compartments ideal for everyday use."*

Blog: "Study Tips for Those Who Feel They Don't Study Properly"- <https://celestialdraco6-lab.github.io/study.html>