

Nilanjana Das

A versatile and resourceful content writer with **5+** years of experience in **content creating and copywriting**.



PROFESSIONAL EXPERIENCE

FirstPrinciples Growth — *Lead Content Writer*, WY, USA (Remote)

APRIL 2023 – SEPTEMBER 2023

- **Curating content strategy as per the buyer's journey**
 - Performed in-depth analysis of content structuring and identified a lack of content hierarchy as an area of improvement; to **increase average user engagement time by 40%**.
 - Curated content strategy per sales funnels and marketing goals, to provide an end-to-end customer experience, resulting in a **63% boost in website traffic**.
- **Transformation in sales copy and brand voice for a B2B SaaS growth agency**
 - Conducted thorough market research to introduce consistent storytelling into content pieces that answered prospects' queries and were value-driven, minus all the jargon.
 - Performed copy editing and trained the team weekly to establish brand authority and product understanding.

Virtual Employee — *Senior Content Writer*, Noida, IN (Remote)

NOVEMBER 2021 – MARCH 2023

- **Contributed to the company's direct response and email marketing campaigns**
 - Wrote copy for landing pages and PPC campaigns with the first landing page converting at **10.26%**.
 - Crafted welcome emails and cold emails for clients that had an average conversion rate of **38%**.
- **Streamlined content creation processes and curated social media content calendar**
 - Improved content creation processes to increase accuracy and reduce the time taken by **33%**. Planned, managed, and assigned work based on staff competencies.
 - Strategized social media content calendar for LinkedIn and Facebook and introduced fresh branding; resulting in a spike in post impressions with an average of **780 organic impressions in 3 weeks**.
- **Edited copy and trained teams on content and branding**
- **Helped implement conversion rate optimization and customer experience in marketing campaigns.**

SKILLS

Market Research & Analysis
Customer Personas & Pain Points
Conversion Psychology
B2B Content Writing
Brand Content & Communication
Content Strategy & Marketing
Direct Response Copywriting
SEO Copywriting, Blogs
Email Copywriting
Website Copywriting
Social Media Copywriting

VOLUNTEERING

Intern at C.R.Y. – Child Rights & You (NGO) in Kolkata

COURSES

Diploma in Graphics Design – AATS
1 year

Diploma in Feminism and Social Justice – University of Santa Cruz
2 months

Diploma in Women's Health and International Human Rights – Stanford University
3 months

PageHits.io — Senior Content Writer

SEPTEMBER 2021 – NOVEMBER 2021

- Wrote long-form SEO content, guest posts, and web copy
- Identified relevant content topics for a month.
- Conducted keyword research for content ideas.

Qogent Learning Solutions Pvt. Ltd. — Content Writer

MARCH 2021 – NOVEMBER 2021

- Wrote blogs, guest posts, and how-to guides.
- Identified relevant content topics for a month.

Sloshout — Content Writer

JULY 2019 – MARCH 2021

- Wrote blogs, listicles, how-to guides, and Quora answers.
- Contributed to web pages with SEO copy.

Jugnoo Media Pvt. Ltd. — Content Writer

AUGUST 2018 – JULY 2019

- Conducted research for relevant keywords.
- Wrote blogs, social media posts, and web copy.

LANGUAGES

English, Hindi, Bengali

EDUCATION

Indira Gandhi National Open University, New Delhi— M.A. in Women and Gender Studies

JULY 2020– JULY 2023

Indira Gandhi National Open University, New Delhi— M.A. in English Literature

DECEMBER 2014 – JUNE 2017

Calcutta University, Kolkata— B.Sc. in Chemistry

JUNE 2010 – JUNE 2013

ADDITIONAL SKILLS

Communication
Detail-oriented
Organization Skills
Problem Solving
Data Driven
Research-focused
Time Management
Project Management
Growth Mindset
Entrepreneurial Thinking

INTERESTS

Learning
Reading
Psychology
Movies & Documentaries
Human Rights & Advocacy
Food
Hiking & Backpacking
Photography
Geology