

# SAURAV BASU

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## Objective

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Currently looking for a position of responsibility in a dynamic environment that offers great challenge, increased learning, and the opportunity to help the organization make progress by utilising my skills and experience and further my career development.

## Career Focus

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A multi- skilled writer with good all-round writing and creative expertise. Very capable with an ability to identify and accordingly deal with the client's needs and translate them into crisp, compelling, creative and informative copy. Possess excellent interpersonal skills, carry a positive temperament with a broad outlook.

## Summary of Skills

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- Flexible, versatile and adaptable
- Possess excellent research skill and can use Internet research tools efficiently.
- Experience in content creation, editing, proofing and copy writing.
- Experienced in writing business letters and client reports for the organization.
- Well versed in creating copy for various brands.

## Professional Experience

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### Editor

Aug 2015 to Mar 2016

HS Brands International– Bangalore

- Reviewing and editing reports submitted by field staff to customize them as per the editing requirement of every client.
- Providing subordinates the updated editing requirements of the clients and following up and coordinating with field staff.

### Junior Copywriter

Oct 2014 to Apr 2015

Sony Advertising Services Private Limited – New Delhi

- Was responsible for overseeing the online content for products associated with the business goals of the organization.
- Interacted with clients for bringing out new content and devise creative methods for promotion of products online.

## Education

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### PGDM in Advertising and Marketing

2014

Apeejay Institute of Mass Communication – New Delhi

- Creating content for various college events.
- Interned with McCann Erikson as a creative trainee for a period of 4 months

### Bachelor of Arts (English, Journalism, Psychology)

2013

Garden City College – Bangalore, Karnataka

- Engaged as a reporter for college newspaper.
- Content editor for college magazine.
- Part of the organizing committee for 'Shakespearean Week'

### AISSCE, Arts

2010

Maria's Public School – Guwahati, Assam

## Interests

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- Brand study and research.
- Travelling and experiencing diverse cultures and environments.
- Updates on latest media trends and technological developments.

## Languages

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- English

- Hindi

- Bengali

- Assamese