

Sayantani Sarkar

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OBJECTIVE

To make a sound position in the world of media and publishing by exercising language, editing, and leadership skills that enable personal as well as organisational growth.

EDUCATION

- **University of Denver** (August 2017)
 - Publishing (Denver Publishing Institute Certificate)
- **Amity University** (April 2015)
 - M.A English
- **Calcutta University** (May 2013)
 - B.A (Honours) English

EXPERIENCE

- **Donut Agency** (October 2019-Present)
 - **Content Writer**
 - Creating articles and blog posts on numerous topics from various fields such as health and wellness, medicine, travel, sales and marketing, technology, etc.
 - Writing 3000 words or more every day.
 - Conducting a thorough research on different subjects.
- **Freelance Writer** (July 2018-Present)
- **Invictus Solutions** (March 2018-June 2018)
 - **Senior Content Editor and Writer**
 - Curated and edited content for a bandwagon of clients belonging to different sectors like skin care, technology, education, etc.
 - Organised and handled the social media marketing for brands such as Kult, Karbonn, Skin Alive, and many more.
 - Ideated and designed several social media campaigns including contests, visual aids, posters, and the like.

• **Hubhopper** (July 2016-February 2018)

- **Senior Content Editor and Writer**
- Created content on various news topics ranging from movies and politics, to sports and travel.
- Edited, proofread, and copyedited all the material published on the news app.
- Managed and spearheaded a team of over 25 freelancers and interns.

• **Grapevine India** (June 2015-August 2015)

- **Editorial Intern**
- Gathered information about the lives of various well-known personalities, and organized them in the form of biographies to produce the *Do You Know?* series.

• **JAM Magazine** (June 2013-December 2015)

- **Freelance Writer**
- Composed book reviews, movie reviews, listicles, and articles on eclectic subjects.

SKILLS

- Editing • Creative writing • Content management
- Social media marketing • SEO writing
- Copyediting • Proofreading • Strong vocabulary
- Languages: English, Hindi, Bengali, Arabic

SOCIAL MEDIA LINKS

- Blog (Creative Insanity): <http://sayantaniblogs.blogspot.in/>
- Instagram account for poems, book reviews, etc. (Quills and Teacups): <https://www.instagram.com/quillsandteacups/>

INTERESTS

- Reading • Writing • Music • Travelling