

Sayan Sarkar

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Portfolio: <https://sann-portfolio.vercel.app/>

Professional Summary

Creative and SEO-savvy Content Writer & Editor with 2+ years of freelance and ghostwriting experience in the digital content space. Specialized in gaming journalism, long-form blogs, and branded content for startups and NGOs. Proven success in driving audience engagement and search visibility through compelling narratives and strategic content architecture. Familiar with Google SEO tools, CMS platforms, and style guides.

Professional Experience

- Freelance Writer at Swamiji Online (2025-Present): Wrote trending gaming news and guides with high reader retention.
- Ghostwriting for creators (2024-Present): Delivered 100+ SEO-optimized blogs for companies including Fragster, Games Horizon.
- Content Writer at Pehchaan The Street School (2024): Authored informative, socially impactful content for outreach campaigns.
- Brief Contributor at Text Mercato (2023): Produced commercial and short-form content under tight deadlines.

Education

- BA (Hons) in Italian Language & Literature
Visva Bharati University, Santiniketan
(Ongoing)

Core Skills & Tools

SEO Writing, Content Strategy, Ghostwriting, Copy Editing, WordPress, Ghost, Medium, Grammarly, Hemingway App, Google Trends, Clearscope, SurferSEO, Google Search Console, Topic Clustering, Internal Linking, AP/Chicago Manual Style, Reader Engagement Metrics, On-page SEO, CMS Publishing, Creative Writing, Localization

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