Natasha Sardar

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Kolkata

EDUCATION

B.Tech (Hons.), Computer Science & Engineering
University Of Engineering & Management, New Town
2020 - 2024
CGPA: 9.46/10

Senior Secondary (XII), Science
KSHUDRARAMPUR HIGH SCHOOL
(WBCHSE board)
Year of completion: 2020
CGPA: 9.70/10

Secondary (X)
Sree Sarada Ashrama Balika Vidyalaya
(WBBSE board)
Year of completion: 2018
CGPA: 9.20/10

WORK EXPERIENCE

Social Media Marketing
Deecort, Virtual
Internship • Feb 2024 - Jun 2024 (4 months)

Written product descriptions
Managed social media pages
Created engaging copies and liners for posts and stories
Customer relationship management

Content Manager
CollegeWollege, Virtual
Job • Jan 2024 - Jul 2024 (6 months)

Managed a team of 20 interns
Worked on content management systems (CMS)
Implemented SEO strategies
Acted as a hiring manager for content writers

Social Media Marketing
Starz, Virtual
Internship • Jan 2024 - May 2024 (4 months)

Analyzed competitors and applied social media
strategies, resulting in a 1.5 million increase in page
engagement.
Wrote product descriptions, and worked on Shopify
product listings.
Managed collaborations between the brand and
influencers.

Content Writer

Python Clear, Virtual

Internship • Oct 2023 - Nov 2023 (1 month)

Written 100+ articles covering coding solutions, errors, and other software-related content.

Digital Marketing

Bending Reality LLC, Virtual

Internship • Oct 2023 - Dec 2023 (2 months)

Wrote 100+ SEO-optimized articles (2500+ words each) on the automobile industry.
Created WordPress articles with a focus on content quality.
Implemented strategies for generating high-quality backlinks.

Content Writing

Techstory.in, Virtual

Internship • Sep 2023 - May 2024 (8 months)

Written 100+ articles covering diverse niches, including fashion, beauty, entertainment, and fitness

Quality Reviewer

Ladder Media, Virtual

Job • Sep 2022 - Nov 2023 (1 year 3 months)

Reviewed 5000+ pieces of content across various academic subjects: Humanities, Mathematics, Science, and Technology.

Content Writing

Quotesyfe, Virtual

Internship • Jul 2022 - Feb 2023 (7 months)

Authored 23+ articles, each exceeding 2000 words, covering diverse niches including education and finance.

POSITIONS OF
RESPONSIBILITY

Led a team of 10 volunteers during my college fest.

TRAININGS

Responsive Web Design

FreeCodeCamp, Online
Nov 2022 - Jan 2023

Foundation Of User Experience (UX) Design

Google, Online
Nov 2022 - Dec 2022

UI/UX

Great Learning Academy, Online
Sep 2022 - Oct 2022

PROJECTS

Magic: A colorful To-do-list application

Jul 2023 - Jul 2023

https://magic-a-colorful-to-do-app-755.framer.ai/

Speaker App UI Design

Jun 2023 - Jun 2023

https://www.figma.com/proto/BHjrCIKXY5XQTqUqWe2UtM/BR-APP-UI-DESIGN?page-id=0:1&type=design&node-id=121-21&viewport=32,389,0.22&scaling=scale-down&starting-point-node-id=121:21

FirstBank

Jun 2023 - Jun 2023

https://www.figma.com/proto/vQewH6J4i2cRA6ajlnz1U6/FirstBank?node-id=1-2999&starting-point-node-id=1:2999&mode=design&t=hClkN49jOFvF9zoi-1

Longluxe: An innovative Armchairs UI Design

Apr 2023 - May 2023

https://xd.adobe.com/view/4749062b-9a53-43cb-ad6c-79cea9f6390d-121a/

Credit Card Fraud Detection Model

Apr 2023 - May 2023

https://drive.google.com/file/d/13-4doDPLdar39YdWe3Fev5Z94gZYgwRN/view?usp=sharing

Robosphere App UI design

Dec 2022 - Dec 2022

https://www.figma.com/proto/gVPuxXu1eJDtv4nnm554Zp/AI-Design-Concept?page-id=0:1&node-id=6-2

A Sleek and Intuitive UI Design for the World of AI and Robotics

Bergeropia Application UI Design

Apr 2023 - Present

https://www.figma.com/proto/fc54qs9Bmhx0e6mEReM1By/Burger-app-UI-Design?page-id=0:1&node-id=2-2&viewport=467,-299,0.61&scaling=scale-down&starting-point-node-id=2:2

A Vibrant and Engaging UI Design for Burger Fans of All Ages

SKILLS

MS-Word
Advanced

Bengali Proficiency (Written)
Advanced

English Proficiency (Written)
Advanced

Creative Writing
Advanced

English Proficiency (Spoken)
Advanced

Search Engine Optimization (SEO)
Advanced

Blogging
Advanced

UI & UX Design
Advanced

Figma
Advanced

Wireframing
Advanced

MS-Excel
Advanced

MS-Office
Advanced

Adobe Photoshop
Intermediate

Canva
Advanced

Social Media Marketing
Advanced

Adobe XD
Intermediate

Copywriting
Advanced

C Programming
Advanced

User Interface (UI) Development
Advanced

Content Writing
Advanced

Product Lifecycle Management(PLM)
Advanced

Product Management
Intermediate

Design Thinking
Intermediate

Project Management
Intermediate

Research and Analytics
Advanced

HTML
Advanced

CSS
Advanced

Machine Learning
Intermediate

Rapid Prototyping
Intermediate

Business Research
Advanced

Client Interaction
Advanced

Time Management
Advanced

LinkedIn Marketing
Intermediate

Computer Networks
Advanced

Database Management System (DBMS)
Advanced

Content Marketing
Advanced

Report Writing
Advanced

Google AdWords
Advanced

Google Analytics

Advanced

Search Engine Marketing (SEM)

Advanced

Email Marketing

Intermediate

WordPress

Intermediate

Facebook Marketing

Intermediate

Java

Intermediate

HTML&CSS

Advanced

Bengali Proficiency (Spoken)

Advanced

Python

Intermediate

Instagram Marketing

Advanced

WORK SAMPLES

Other portfolio link

https://docs.google.com/document/d/1ttJrN5UYtgULLSfhx3r-TmmJB_agxzsUogYczBwgtYw/edit?usp=sharing

Blog link

https://sprightlywriting.blogspot.com/2023/02/unleashing-beast-redmi-12c-brings-high.html

ADDITIONAL DETAILS

Secured 1st position in the departmental project competition organized by University of Engineering And Management, Kolkata.