

# Shreeja Das

## Content Writer/ Copywriter/ Digital Marketer

Seasoned professional with over 8+ years of experience. Reliable in Website Building, SEO, Market Research, Content Strategy and Analysis, Content Writing, Editing, and Email Marketing. Skilled in boosting online visibility and engagement rate, helping companies gain clients through targeted marketing campaigns and high-converting copies across social media platforms. Highly proficient in content management systems (CMS).

## EXPERIENCE

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### **MEAWW – Celebrity News Writer and Editor**

Bangalore (Remote)

February/2023 - May/2025

- Implemented editing and writing strategies to increase engagement rates by 45%.
- Achieved 3 lakh target readership demographics through SEO-optimized articles, trend analysis and social media management.
- Conducted Process Improvement; Strategic Content Planning; Training and Development; and Performance Monitoring.

### **Bolster Legal Pvt. Ltd. — Content Writer; Senior Copywriter; Content Manager**

Bangalore (remote)

August/2021 - February/2023

- Produced daily creative writing copies (Wordpress; Pubninja), website and social media content, blogs, email campaigns.
- Semrush, Google Word Planner, Google Trends for SEO optimization, increasing organic traffic by 85%.
- Refined, analyzed and documented AI generated copies for feedback.
- Conducted online research (Google Scholar) and lead generation (Mailchimp; Google Ads) to identify new business opportunities.
- Assisted team in website building (Bluehost) and digital marketing for US law firms.

### **HastagCommaFullstop (StartUp) — Digital Marketing and SEO specialist**

January/2021 - February/2022

- Utilize tools like Google Analytics, SEMrush, and HubSpot for data-driven campaign optimization.
- Track and analyze KPIs, generating detailed reports to inform strategic decisions
- Conduct keyword research, on-page, and off-page optimization using Yoast SEO.

## **Indeed Assignments (Australia) – Content Writer**

January/2018 - February/2021

- Freelance academic content writer, specializing in Syntax Proficiency; Style Guide Adherence; Source Evaluation; Meta Tags; Readability Enhancement and Proofreading.
- Solved academic papers adhering compliance research objectives.
- Presented tailored assignments for universities in Australia, UAE, and Canada.

## **Write 4U – Content Writer and Editor**

January/2017 - March/2018

- Edited academic copies (Chicago; APA; AP; MLA Style)
- Edited blogs, website articles, guest posts (Grammarly; Hemingway; Google Docs)
- Generated SEO-driven articles, including keyword research, on-page optimization, and backlinks.

## **EDUCATION**

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**Calcutta University, Law Department, (2016-2021) Kolkata—*BA.LLB (5 years)***

**St. Paul's Boarding & Day School, (2014-2016) Kolkata —*ISC***

**Carmel School (2003-2014) Durgapur, West Bengal —*ICSE***

## **SKILLS**

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- **Market Research**
- **Website Building**
- **Content Analysis and Strategy**
- **SEO Specialist**
- **Email Marketing**
- **Google Analytics**
- **Client Onboarding**
- **Social Media Management**

## **CONTACT**

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