

Janhabi Dutta

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Ms Janhabi B Dutta,
Daughter of Biswajit Ranjit Dutta
The Atrium, Tower B, Flat no 801, Ramprastha
Sector 37 D, Gurgaon, Haryana



EDUCATION:

Amity University, Manesar, Haryana:	Pursuing a PhD in English Literature	February 2024 – Present	
Amity University, Manesar, Haryana:	Master of Arts in English (Honours)	July 2021 – June 2023	GPA – 8.4
Amity University, Manesar, Haryana:	Bachelor of Arts in English (Honours)	July 2018 – June 2021	GPA – 8.6

WORK EXPERIENCE (2.3 years)

MiM-Essay, Hauz Khas, Delhi

Senior Content Writer

October 2023 – July 2024

- **Conducted** brainstorming calls for approx. 200+ clients to discuss and strategize admission-related documents; provided guidance on admission processes for institutions across the US, the UK, Spain, Italy, Denmark, Australia, Canada, Ireland, and the Netherlands
- **Specialized** in crafting tailored admission documents for clients targeting elite institutions such as LBS, Imperial, Warwick, INSEAD, ESSEC, and ESADE
- **Mentored** 3 new team members in framing admission application questions, acclimating them to office processes, and providing comprehensive training on the effective use of the office CRM system

Associate Content Writer

November 2022 – October 2023

- **Collaborated** with approximately 60 clients to enhance the quality and effectiveness of their essays, letters of recommendation (LOR), and resumes, for their admission purpose in foreign universities
- **Took** client calls and developed innovative and compelling content strategies to showcase clients' achievements and unique backgrounds in their essays, effectively capturing the attention of admissions officers or potential employers
- **Implemented** search engine optimization (SEO) techniques and crafted persuasive copy to enhance content visibility, drive organic traffic, and improve engagement; utilized keyword research and compelling language to create content

Intern Content Writer – CoG Publications

May 2020 – June 2020

- **Developed** and published engaging and informative blogs on various current affairs topics; additionally, produced compelling short stories to captivate readers and generate interest in the blog platform
- **Utilized** background design techniques to enhance the visual appeal of the blog, ensuring an aesthetically pleasing and user-friendly experience; Learned techniques of storytelling principles and successfully drafted captivating storylines
- **Co-wrote** a book titled "Inside Young Minds" filled with short captivating storylines, skilfully building suspense and delivering impactful climaxes, as a culmination of the internship experience.

Junior Teacher – MPMG Music Academy

Jan 2021 – Jan 2022

- **Conducted** music lessons in adherence to the principles of the Banaras Gharana of Indian Classical Music; instructed students in the fundamentals of music theory, including ragas, talas, and classical compositions.

- **Collaborated** with senior teachers to develop and refine the curriculum; provided personalized guidance to students, tailoring teaching methods to accommodate different learning styles and monitored student progress accordingly

EXTRA-CURRICULAR ACTIVITIES

Member/Volunteer, Ek Awaaz, Amity University

August 2018 – November 2019

- **Participated** in the organization's dance and drama activities, to showcase and satirize societal norms and stereotypes like sensitive social issues, job equality for women, child birth etc; delivered impactful performances that engaged and entertained audiences
- **Coordinated** with a team of 3 to decide on costumes and manage video shooting for various performances; wrote blogs aimed at attracting a wide audience; increased participation by welcoming 15 new students.
- **Participated** in solo performances and competitions, including Voice of Delhi, DMS Aarohi and various local events.

Awards and Achievements

- **Received** a scholarship in 2021 for outstanding academic performance, covering 35% of the academic fees
- **Secured** Second position in 'Poet's Cafe' Competition organized by The Rhetoric Society by K. R. Mangalam University in first virtual Inter- University fest held on 31st August 2020
- **Co Author** of a book - Inside Young Minds where I published my story 'The Silent P,' 2020
- **Secured** a fifth-year certificate of Indian classical singing

SKILLS

Languages Proficiency – English (Proficient) | Hindi (Proficient) | Bengali (Native) | Gujarati (Native) | Spanish (Beginner)

ICT – MS Office | SPSS | HTML | SEO

Certifications – Behavioural Sciences (Amity University) 2023 | Interpersonal and Communication (Amity University) 2023 | SPSS beginners' course (Amity University) 2023