


Papori Bora

Results-driven content and copywriter with a proven record and 5 years of experience in optimising brand performance. Expertise in strategic content and keyword optimisation for better SERP performance. Seeking a challenging role to leverage analytical skills and drive organizational success utilising my previous expertise and experience.

Contact

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 [LinkedIn Papori Bora](#)

Work Experience

Virtuoso India

Content Writer/Copywriter

May 2021 - Dec 2023

- Researching, structuring, and writing blog posts/articles and website content for content marketing campaigns.
- Worked on writing meta-tags - meta descriptions and meta titles to enhance on-page SEO.
- Wrote ad copies/social media captions and PR articles for various clients across multiple industries.

Thrillophilia.com

Freelance Content Writer

Mar 2020 - Jun 2020

- Researched and wrote travel-based content to be published on the Thrillophilia website.
- Successfully followed the structure provided by the team to prepare the drafts.

Fashonomy

Content Writer/Copywriter

Oct 2018 - Feb 2020

- Worked on fashion-related content for the company's blog.
- Managed the entire WordPress blog, from content structuring to writing to publishing.
- Curated interview questions for brand owners and interviewed owners.
- Analysed and reorganised interview answers in blog formats.

Half Baked Beans Publishers

Content Writer/Editor

Sep 2017 - Dec 2017

- Content Creator and Editing of books and proofreading.

Educational Background

Bachelor of Science in Information Technology

Jorhat Institute of Science and Technology

August 2011 - June 2014

- Specialization in Information Technology and Software Engineering

Skills

Technical Skills

- B2B writing
- Digital content and copywriting
- Keyword and Topic Research
- Off-page SEO
- Proofreading and Editing

Soft Skills

- Attention To Detail
- Time Management
- Keyword and Topic Research
- Team Work
- Delivery On Time
- Communication

Tools/Software

- WordPress
- Google Docs/Drive/Gmail
- Canva
- MS-Office
- ChatGPT
- Plagiarism Tools

Languages

- English (Fluent)
- Hindi (Proficient)
- Assamese (Native)
- Italian (Beginner)

Additional Information

- Spearheaded a content writing project in the skincare industry, when working with Virtuoso India
- Won Employee of the Month two times in row during an internship with
- Helped Virtuoso India onboard new writers by