**Debdutta Chakraborti**  
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**Job Objective:**

I am great at coming up with witty and attention grabbing content and I use it to my fullest by generating engrossing content for the clients. I look forward to learning something new and use my skills to give optimum results.

**Summary of Skills:**

* Ability to come up with short and crispy lines
* Experience at writing website content
* Great at generating content
* Grammar Nazi
* Excellent understanding of content/copy writing
* Attention to details
* Ability to write for foreign audience (UK, USA)
* Experienced at working with designing team to produce visually stunning results
* Excellent knowledge of scripting and story telling
* Possess creative vision, strong leadership and patience
* Good communicator with strong people's skills
* Good understanding of the process of filmmaking

**Work Experience:**

**Akua Mind & Body, Noida (2017 - Present)**

**Assistant Manager Content**

* Write copy that communicates with both consumer and businesses audiences.
* Develop content for on-line and social media environments that is well researched, original and demonstrates.
* Work closely with creative team members to produce high quality content.
* Assess and manage large projects that may involve technical and unfamiliar language and produce written content that is accurate, direct and audience-appropriate.
* Review and edit existing content for corporate clients applying an agreed tone of voice as appropriate.
* Write informative and attractive content for the website.

**Arvato Bertlesmann, Gurgaon (2016 - 2017)**

**Copywriter**

* Write copy that communicates with both consumer and businesses audiences.
* Develop content for on-line and social media environments that is well researched, original and demonstrates.
* Work closely with creative team members to produce high quality content.
* Assess and manage large projects that may involve technical and unfamiliar language and produce written content that is accurate, direct and audience-appropriate.
* Review and edit existing content for corporate clients applying an agreed tone of voice as appropriate.
* Generate new ideas for campaigns and events.

**Atarkya creatives, Mumbai (2013 - 2015)**

**Asst. Director**

* Suggest writers to make changes in the script to make it more engrossing.
* Read scripts and decide how to present the story through cinematic images.
* Generate ideas for various pieces and pen it down.
* Meet with the cast and explain them about the scene to be shot.
* Work on the lighting, set design, and the camera angles to make the scenes impressive.
* Guide actors to portray the right kind of expression in the scenes.
* Review the first cut and recommend changes to make the video more crisp and interesting.

**Links to the projects:**

* Website content – [www.akuamindbody.com](http://www.akuamindbody.com)
* Articles – Samples will be provided
* Raftaar (Happy Single)

<https://www.youtube.com/watch?v=iJSkq3UunxU>

* Sushmit Sen Chronicles (Neptune dance)

<https://www.youtube.com/watch?v=Yso7x88UUPk>

* Rapper Maddy (King is back)

<https://www.youtube.com/watch?v=27C9qQAFBI8>

**Education:**   
BSc. Journalism & Advertisement  
Masscomedia, affiliated by PTU

Noida.

**References:**   
Available upon request.