



SOMNATH BARDHAN

EXPERIENCE

January 2023 - June 2023

Senior Content Writer - GVenture Technology | Sector-68, Noida, India

- Writing and updating website content to ensure that it's accurate, up-to-date, and aligned with our brand voice and messaging.
- Updating service pages with keyword infusion to improve search engine rankings and drive traffic to our website.
- Maintaining grammar and plagiarism checks to ensure that our content is error-free and original.
- Creating content for various digital marketing initiatives, including newsletters, email templates, blogs, feature pages, client projects, corporate videos, social media etc.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.

January 2022 - January 2023

Senior Content Writer & Blogger - STI Apparel Automation | New Delhi, India

- Preparing blogs, product descriptions for Fucen brand (Industrial sewing machines) and Surgile (Medical face masks & equipments) websites.
- Preparing content for web stories, infographics, and social posts for both websites.
- Providing content and taglines for flyers and posters.
- Delivered high-quality, insightful, informative and entertaining written content while meeting tight deadlines.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.

March 2021 - January 2022

Content Writer - Wen Energy Systems Pvt Ltd | Gurugram, India

- Write meaningful blogs, and providing content for website, product descriptions, and Google My Business
- Providing content for for product related infographics and Power Point presentations
- Maintaining Keyword density with SEO analysis.
- Maintaining communication with parent base Louisville
- Edited and proofread content to verify proper grammar, quality and consistency with US English.
- Performed in-depth research into topics to write clear and accurate copy.

June 2019 - December 2020

Senior Journal Co-Ordinator - Aptara (Techbooks International Pvt Ltd) | Sector -60, Noida, India

- Writing and editing project related online journals, notes, summaries,

📍 New Delhi India

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SUMMARY

"As a content creator and strategist, I excel in managing website content, writing engaging blogs and articles, and creating social media content for Facebook and LinkedIn. With a grasp of SEO principles and analysis tools, I develop impactful content that resonates with the audience. I proofread and check for plagiarism to ensure accuracy and originality while maintaining clear communication with clients."

SKILLS

CORE STRENGTH

- Creative Thinking
- News Letters
- Blog Writing
- Promotional Material Development
- Advertising Copy (Fliers)
- Product-Specific Writing
- E-mail marketing templates
- Grammar check
- Captions for YouTube videos & Reels
- Originality and CTA implementation

SOFTWARES

- Grammarly (Grammar check)
- Uber Suggest (Site Rank & Competitor Analysis)
- PrePost SEO (Plagiarism check)
- Quora (Trending topics)
- Word Counter (Meta character)
- Answer the Public (Trending topics)

TRAINING

- Basic SEO analysis
- Content marketing basics
- Blog creation and story telling
- Copywriting Course - Udemy

and letters

- Proof reading of the online journals in accordance to project based style (IEEE Style guide)
- Preparing project related guides
- Updating the style guides as per client communication.
- Maintaining client communication on a weekly basis.
- Implementation of changes according to project requirements.

December 2017 - November 2018

Team Manager - Cognizant Technology Solutions | West Bengal, India

- Team Management - Handled team of 45 associates.
- Preparing team productivity reports and maintaining quality analysis.
- Creating project related guidelines/ SOPs and updating them in accordance to client communication.
- Communicating project delivery with supervisors and planning team utilization.
- Motivated team members to consistently achieve or exceed performance expectations.
- Set goals for performance and deadlines to comply with company plans and vision.
- Supported HR staff with recruiting and retaining high-performing talent.

July 2014 - December 2017

Team Leader - DCG Data, Systems (India) Pvt Ltd | West Bengal, India

- Developing content and ad descriptions for client based software (Kantar Media watch)
- Offered training and support to keep team members motivated and working toward objectives.
- Doing quality analysis for thirty associates
- Maintaining quality and productivity reports
- Maintaining client communication on behalf of Project Manager
- Updating the project guidelines and instruction manuals in accordance to client feedback.
- Delegated daily tasks to 25 team members to optimize group productivity.

October 2013 - June 2014

Content Writer - Sumangalam Propmart | Sector -18, Noida, India

- Writing consumer oriented content associated with the real estate market of Gurugram and Noida (Delhi NCR)
- Creating and updating content for the website (Myrealestate.in)
- Going for project site visits to gather information brochures and pictures for the website.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.
- Wrote high quality SEO content based around keyword gaps and priorities identified by editor.
- Validated accuracy of information, data and references in written content.

March 2013 - September 2013

Sub Editor Orissa Post | Bhubaneswar, Odisha, India

- Accepted tips, verified information and expanded upon details to create

- comprehensive coverage.
- Editing copies and reports provided by news agencies, reporters, and stingers.
- Checking facts and errors to maintain story accuracy
- Proofreading the content to remove grammar inconsistencies.
- Edited and proofread social media and blog posts. Uploading content on the website.
- Collaborated with editor-in-chief to determine content and topics of special issues.

May 2011 - February 2013

Project Associate Data Core India Pvt Ltd | West Bengal, India

- Writing original ad descriptions for radio and television advertisement and identification of media tags.
- Utilization of search tools available online to deliver value added content.
- Proof reading of the content to remove errors and plagiarism.
- Tailored Software - Kantar Media Watch Interface

January 2008 - July 2008

Reporting Intern Doordarshan | West Bengal, India

- Researched story background information to provide complete and accurate information.
- Gathered information and developed perspectives about news subjects through research, interviews and observation.
- Reported news stories for publication or broadcast, thoroughly describing background and details of events.

EDUCATION AND TRAINING

June 2010




PG Diploma | Mass Communication
Jadavpur University, West Bengal

June 2009

Bachelors | Journalism
Acharya Institute of Graduate Studies, Bangalore

LANGUAGES

English, Hindi, Odia: First Language

English:	C2	Hindi:	B1
Proficient		Intermediate	
ODIA:	B1		
Intermediate			

DECLARATION

I, Somanth Bardhan, hereby declare that the above furnished details are true and best in my knowledge.