

SOUMILI BISWAS

MEDIA PROFESSIONAL

CONTACT

+91 7980300533
biswassoumili096@gmail.com

PROFILE

Digital Content Writer & Media Professional, skilled in crafting high-conversion content for web & social media platforms. Expertise in content strategy, optimized research, editing, and aligning messaging with brand goals. Strong in cross-functional collaboration and delivering impactful Google Ads, and multi-platform storytelling.

SKILLS

Content Writing & Storytelling

Ad Content Creation

Market & Segmentation Research

Content-Driven Insights

Team Collaboration

EXPERIENCE

Copywriter- ShootOrder (03/02/25-31/05/25)

Worked as a Copywriter in a digital marketing agency, creating content for social media platforms to drive engagement and brand visibility. Wrote SEO-optimized blog articles and website content, aligning with clients' brand voice and marketing goals. Crafted persuasive Google Ad copies for diverse industries. Collaborated with design, strategy, and account teams to deliver narrative-led campaigns. Managed multiple client projects in a fast-paced agency environment.

Content Writer- Analytics Insights (22/07/24-30/09/24)

Wrote engaging website articles to drive audience engagement and SEO growth. Produced accurate and timely news articles for digital platforms. Created picture stories to deliver visual storytelling. Developed web stories optimized for user experience and shareability. Authored an article that achieved Google search ranking.

Sub-Editor- Brainfeed Educational Magazine (20/11/23-19/07/24)

Published well-researched news articles and diverse magazine content aligned with the publication's mission. Conducted interviews with school leaders to deliver key insights. Proofread articles to maintain accuracy and clarity.

EDUCATION

Women's College, Calcutta
2018-2021
BA in Mass Communication & Journalism

Sister Nivedita University
2021-2023
MA in Mass Communication & Journalism