



# MOUSUMI SARKAR

**Editor-In-Chief**

**Skills**

**MAGAZINE STORY IDEATION | CONTENT EDITING | FEATURE STORIES | INTERVIEWING | COMMUNICATION STRATEGIES | CONTENT PUBLISHING ON NEWS PORTALS**

## PROFILE

An Editor with more than 12 years of experience in content creation, proactively involved in content development for sustainable brand journey.

**DoB:** 21st September 1988

## CONTACT ME



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Kolkata,  
West Bengal



## WORK HISTORY

**EDITOR-IN-CHIEF || ASIA EDUCATION DIGEST (TTA TRAINING PVT. LTD. [MARCH 2024 - PRESENT])**

- Conceptualization of the website to its creation
- End-to-end website content
- Story ideation, content outline, and assigning to the writers
- Editing content and publishing
- Taking interviews over email, in-person
- Social media posts planning, creation and publishing

**CONSULTANT CONTENT WRITER || PRODIGY FINANCE LTD. [OCTOBER 2023 - FEBRUARY 2024]**

- Market research for education policies in different countries
- Writing Press Releases
- Articles for publishing in reputed publications like India Today, Business Wire, APN News, and others
- Writing SEO content

**CONTENT CONTRIBUTOR || PINKVILLA [MARCH 2023 - SEPTEMBER 2023]**

- Writing lifestyle feature articles for the website

**CONTENT STRATEGIST || MIU LLP [MAY 2022 - FEBRUARY 2023]**

- Content research, strategizing, and conceptualization for the house and clients in clean energy solutions, interior designing, corporate gifting solutions, kitchenware manufacturing, and other sectors
- Content editing, content lead
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## FREELANCING STINTS

- *Freelance Reporter || Tollymovies.com [Covered entertainment stories]*
- *Freelance Reporter || Washington Bangla Radio [Covered entertainment stories]*
- *Academic Writer || Tutor2Help [Wrote academic papers]*
- *Freelance Reporter || Kolkata Mirror [Covered lifestyle stories]*
- *Times of India [Covered paid coversages]*

## EDUCATION

- *Master in Mass Communication [2013] | University of Burdwan*
- *Bachelor in Journalism & Mass Communication [2009] | University of Calcutta*

## INTERESTS

*Movies | Documentaries | Brand Stories | Podcasts | Interviews | Reading Fiction, Non-Fiction & Self-help Books | Interacting With Strangers | Travelling*

- *Social media content for the house and clients*
- *Content performance reporting*
- *Business brochure.*

### SENIOR CONTENT WRITER || SHYAM FUTURE TECH LLP [JUNE 2018 – MAY 2022]

- *In-house content for SEO and digital branding*
- *Created content and proactively involved in product launches – launching the plan, promotional social media activities and content for the same*
- *Content research and conceptualization for the house and clients in fashion designing, sculpting, eco-friendly bag manufacturing, hospitality (eco-resorts), and other sectors*
- *Created content for clients' websites and digital marketing*
- *Reached out to media houses for organic media exposure*
- *Organized periodical events for the house and wrote content for the same*
- *Content for business brochures, leaflets, conferences and related collaterals.*

### SENIOR CONTENT WRITER || SZI TECHNOLOGIES PVT. LTD. [FEBRUARY 2017 – MAY 2018]

- *Wrote SEO and social media content.*

### CONTENT EDITOR || EENADU INDIA (EENADU DIGITAL PVT. LTD.) [JANUARY 2015 – OCTOBER 2016]

- *Edited agency feature stories; finding appropriate photographs and publishing the same on the news portal*
- *Wrote feature stories on health and fitness, home décor, travel, beauty and grooming, parenting, relationships, technology and others*
- *Worked on stories from scratch according to the requirements.*

### ACADEMIC WRITER || INTELLECT PLUS [SEPTEMBER 2013 – OCTOBER 2014]

- *Wrote academic papers for clients in a prescribed format with a set of guidelines*

## Declaration:

**I hereby declare that the above-given statements are true to the best of my knowledge.**

**Signature:**

**Date:**