

SAINY BANERJEE

TECHNICAL CONTENT WRITER

PROFILE

Multitalented content writer with 5+ years of experience, accustomed to working under tight deadlines and capable of producing polished and crisp content, attracting readers, and building loyalty.

CONTACT

WEBSITE:

<https://sainybanerjee09.journoportfolio.com/>

EMAIL:

Sainy.banerjee09@gmcil.com

SKILLS

- Researching
- Written communication
- Software development
- Public speaking
- Copywriting and proofreading
- Complex technical concept understanding
- Computer system and software knowledge
- Self-publishing experience
- Book publishing
- SEO and Keywords expert
- SEO experience
- Customer demographics understanding
- Market research expertise

ACCOMPLISHMENTS

Received **Literary Brigadier Achievement Award** from the publisher: StoryMirror India

Nominated as top **5 Women in Tech** candidate for innovation by Womens Web India.

Celebrated as **featured writer** in leading websites in India.

WORK EXPERIENCE

Freelance Technical Writer | Singapore

Jan 2019– Present

- Communicated technical details to non-technical audiences through easy-to-understand presentations, leaflets and instruction manuals.
- Worked with cross-functional teams to verify adherence to regulatory requirements and internal quality standards.
- Generated and developed content concepts, presenting creative ideas and communicating value to get client buy-in.
- Collaborated with product experts to gain in-depth understanding of technical product requirements.
- Gained deep understanding of industry trends and topics before creating content.
- Reviewed technical documentation to update information based on product developments or outdated data.
- Evaluated metrics to assess content performance and adjusted strategy to enhance engagement.
- Delivered technical presentations for clients, managers, and staff, translating complex terminology into digestible ideas.
- Kept fully up to date with emerging technologies, platforms and best practices to help meet client objectives.
- Attended conferences and networking events to build favourable professional partnerships and promote services.
- Collaborated with technical experts and other marketing professionals to produce exciting and valuable content.
- Researched content topics by interviewing subject experts to create valuable, information-driven resources.
- Proofread and edited written copy before submitting to publisher.
- Collaborated seamlessly with editors and publishers.
- Tailored writing style to suit project scope and target audience.
- Coordinated necessary revisions and edits with cross-functional team.
- Conducted extensive research to obtain accurate information for projects.
- Completed keyword research to implement trends into blogs for SEO purposes.

Lifestyle & Finance Content writer | Sheroes | New-Delhi

Jan 2018–Oct 2020

- Collaborated with industry leaders and influencers to promote and lead workshops and webinars.
- Performed in-depth research into topics to write clear and accurate copy.
- Delivered high-quality written content that was insightful, informative, and entertaining.
- Generated and developed content concepts, presenting creative ideas and communicating value to get client buy-in.
- Researched content topics by interviewing subject experts to create valuable, information-driven resources.
- Uncovered and identified high-performing topics and formats, adjusting editorial strategy to achieve targets.
- Built and maintained strong business relationships both internally and externally.
- Worked closely with comms, design and strategy teams to generate creative ideas and meet client's objectives.
- Prepared engaging, useful course resources and materials, enhancing participant understanding and competence.

PROFESSIONAL AFFILIATIONS

Member of **Daughters Of Tomorrow**
NGO based in Singapore

CERTIFICATION

Certification in **Creative Writing: The Craft of Plot** from Wesleyan University (Connecticut, U.S.)

RENOWNED CLIENTS

- Sheroes.com
- Womensweb.com
- Momspresso.com
- Studytonight.com
- Softwaretestinghelp.com
- softwaretestingmaterial.com
- lambdatest.com
- 3ade.in
- Justwords.com

- Authored worksheets, social media content and coaching plans to address diverse range of client preferences.
- Helped clients set short- and long-term goals and provided guided strategies for life style and behavioural changes.
- Provided clear online meeting invites with detailed joining instructions, aiding prompt attendance.
- Offered multiple service levels to appeal to varying client budgets and service requirements.
- Completed initial assessments and provided counselling sessions to cover all aspects of client history, situation, and skills.
- Led group sessions and encouraged discussion to improve results for all individuals.

Published Author | StoryMirror | Mumbai 2019

Published a story as a co-author for an anthology book which won several accolades and received recognition country-wide.

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- Book publishing
- SEO and Keywords expert
- SEO experience
- Customer demographics understanding
- Market research expertise

EDUCATION

University of Pune

2009 – 2015

Bachelor of Engineering (Electronics and Telecommunication)
First Class with distinction

Annamalai Univeristy

2018 - 2019

Post graduate diploma in Business Administration
First Class