

# ANKAN BOSE

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## Senior Manager Content Marketing

*Content Developer with 5+ Years' Experience in Producing Premium Quality Web Content for High Value Indian and International Clients.*

### Profile Snapshot

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I am a young professional content developer and editor with 6+ years' experience in managing content for high value clients with working knowledge of SEO and SMO including aspects of On-Page and Off-Page optimization techniques. Spearheading the content management strategy to ensure that the content is high in value to generate reader participation; while at the same time optimized enough to please search engines. I have hired, mentored and worked with some of the brightest writers in India to generate content for various Indian clients and have worked with US based content agencies and content generation platforms such as textbroker.com, Nimble intelligence, Express Writers and odesk.com etc. to produce highly optimized content for various international clients of high repertoire.

### Projects Handled

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- Paypal.com
- eBay.com
- half.eBay
- Box
- Bluejeans.com
- BarnesandNobles
- NOOK
- Jobvite.com
- Honest by Jessica Alba
- Wallmart.com
- ICICI Prudential
- Panasonic
- PropertyGuru
- Magicbricks
- Nykaa
- Gaadi
- Naukri
- 99Acres
- OLX
- Savings
- Ebates
- Unitech Group
- Quikr
- Shopify
- RenttheRunway
- Gogobot
- Dudamobile
- Dudamobile Japan
- Honest

## Areas of Expertise

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- Producing high quality content which results in increased readership and search engine traffic.
- Content that is optimized in accordance with the Panda and Hummingbird Algorithms.
- Quality analysis of content generated by freelancers and other third party vendors.
- Proofreading, editing and scrutinizing content to ensure content adheres to the set quality parameters.
- Social media posts that result in increased brand value of an organization; while at the same time offering enhanced user engagement.
- Infographics research and syndication.
- Conceptualizing content strategies which results in increased ROI for the clients.
- Keyword Research, Title and Meta-tag creation for on page optimization.
- Off-Page Website optimization including article syndication, Slideshare Presentations and Guest and sponsored posting.
- Social Media Optimization across various websites, including tracking of Facebook insights to figure out what works.
- Mentoring and training individuals on the intricate details of content generation for the web as a next-generation platform with increased focus on creating content which is search engine friendly and high on information for the readers.

## Roles and Responsibilities

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- Content strategy development and execution.
- Hiring new freelancers on the payroll and mentoring them for effective content generation that deliver high value to the readers to generate maximum engagement and liaising with international content agencies to generate high quality content.
- Proofreading and editing content as and when required to deliver error free articles and blog posts.
- Calibrating content guidelines for various clients to ensure compatibility with both the clients' requirements as well search engine guidelines.
- Working with US based content agencies and content generation platforms such as textbroker.com, and odesk.com etc. to produce highly optimized content for various international clients of high repertoire.
- Specialized content development targeted towards bloggers for content marketing for various clients.
- Assisting the Standard Link Building Team and the Premium Link Building team in their day to day content requirements to ensure timely delivery of articles and blog posts.
- Maintaining a high level of communication between content writers and agencies to ensure that issues are fixed so that deliverables are not delayed.
- Writing and editing high quality Content for tier 1 websites.
- Setting prices and releasing payments for freelancers and content agencies on a monthly basis.
- Spearheading content strategies with account managers of various client accounts.

## Writing Portfolio

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**YOUTH K1AWAAZ**  
Monthlong for the Youth

**INDIA SPEAKS NOW**  
MAKE YOURSELVES HEARD!

**HubPages**

**meri news**<sup>™</sup>  
Power to People

**Ezine**  
**@articles**<sup>®</sup>

**SMASHHUMOR**

IT PAYS TO BE A BIT CRACKED IN THE MIND!!

## **Software Skills:**

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*Autodesk Maya, Adobe Photoshop, Crazybump, Texturemaker Enterprise Pro, Headus Uv Layout, Unity Game Engine, Sonic Foundry Soundforge, Microsoft Word*

## **WORK EXPERIENCE**

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- Senior Manager- Content Marketing at Adlift Marketing Pvt. Ltd.
- Asst. Manager Digital Marketing (Content) at Channelplay Ltd.
- Editor/SN.Copywriter/Blogger at SunTech Online Services Pvt. Ltd.
- FREELANCE Content Writer and Editor from 2008 till date.

## **EDUCATIONAL & PROFESSIONAL CREDENTIALS**

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- Specialization in 3d graphics technology and 3d game art attended internationally recognized courses by digital tutors and the gnomon workshop
- 12<sup>th</sup> From CBSE, 2003
- 10<sup>th</sup> From ICSE 2001

## **PERSONAL INFORMATION**

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- **Origin:** Indian
- **Linguistic Proficiency:** English, Hindi, Bengali, Urdu.
- **References:** Available on request