

SANDEEPA BAIDYA

CONTENT MANAGER & COPYWRITER

CONTACT



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sandeepabaidya.journoportfolio.com



Delhi NCR

SKILLS & EXPERTISE

Copywriting, Content Writing, Content Development, Content Management System, Wordpress, Hubspot, Social Media Content, Influencer Marketing, Brand Development & Communications SEO, Webpage Optimization Google Analytics, Keyword Analysis, Web Page Optimization, Google Trends, OpenAI, UX Writing, UGC Content Generation, Email Marketing, Newsletters Editing, Proofreading & Reviewing, GoogleAds, Facebook Ads, Influencer Marketing

ACHIEVEMENTS

Established 40% increase in social media retention
Lead Content Team and supervised content delivery
Established Digital Footprint for brands
Wrote crisp copies to ensure brand optimization
Optimized client webpages through SEO
Established brand's Social Media presence through Digital Marketing and Influencer Marketing
Researched for Case Studies to ensure subject sensitive documents

PROFILE

I am a Content and Communication Manager, with an experience of 6+ years in drafting, conceptualizing and publishing content to serve organizational interests. With my branding and communication skills, I aim to bridge the gap between consumer needs and brands to drive business objectives.

Added to the skills above, my ability to render creative ideation and professional efficacy within tight deadlines involves the art of using words and making the best out of it to leverage ROI.

WORK EXPERIENCE

ASSISTANT MANAGER - CONTENT

USTRAA - HAPPILY UNMARRIED

June 2023- Present

- Spearheaded development of SEO optimized website content for Happily Unmarried, Usttraa and VLCC
- Conceptualized, scripted and ideated TVC content
- Brainstormed creative ideas for brand and product promotion
- Established content strategy and editorial plans for upcoming launches, resulting in 40% increase in user engagement
- Collaborated with internal and external teams to generate effective turnout for sale based campaigns
- Coordinated with marketing and design team to develop content that adheres to business objectives
- Led multifarious social media campaigns, collaborated with marketing influencers to drive business goals

CONTENT MANAGER

Vouchagram Pvt. Ltd.

Jan 2022- Mar 2023

- Developed and enabled content concept for multiple brand properties for D2C engagement
- Established content production and conceptualized clutter-breaking digital campaigns for increased engagement across multiple digital platforms
- Enabled brand elevation and drove online reputation by 300% through SEO and UGC content
- Devised, strategized, and executed digital marketing campaigns
- Served as a Subject Matter Expert (SME) for branding campaigns - Crafted compelling product portfolio through blogs and UGC Content to inform, captivate, and engage prospects for 250+ brands/products
- Ideated, conceptualized, scripted and executed video content for Social Media Reels to attract end consumers

SANDEEPA BAIDYA

CONTENT MANAGER & COPYWRITER

EDUCATION

B.A.Hons English

**Sri Venkateswara College,
Delhi University**

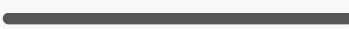
2013-2016

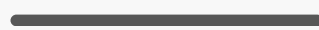
MA. English


Ambedkar University, Delhi

2016-2018

LANGUAGES

English 

Hindi 

Bengali 

WORK EXPERIENCE

SENIOR CONTENT WRITER & COPYWRITER

VLCC

Aug 2020- Dec 2022

- Led social media promotional and marketing campaigns for Femina Miss India
- Strategized, drafted and published SEO content for VLCC services and products
- Conceptualized content publication for various segments at VLCC, VLCC Wellness and VLCC Institute
- Created and ideated Social Media Content, Influencer marketing and promotional activities
- Researched, drafted and executed content focusing on latest trends in the Healthcare and well-science sector
- Conceptualized product branding and brand campaigns for existing and new products and services
- Story designing & script writing for VLCC infomercials

CONTENT WRITER

Rishiraj Media

Sep 2018- Mar 2020

- Strategized campaigns and delivered content for marketing development and business Engagement for Avery Dennison, Mactac, FICCI, McDonald's
- Delivered Social Media content and Website content for various brands and company clientele
- Digital Marketing for Cineplex, McDonald's, Avery Dennison, MacTac, FICCI India
- Created viral entertainment content for organic views on Viral Jelly Channel on youtube
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