

Shauvik Roy

CREATIVE WRITER

Bengaluru, India | +918902637046 | royshauvik.19@gmail.com

Website: [LinkedIn](#) | [Portfolio](#)

Professional Summary

Results-driven copy and content strategist with 4+ years of experience crafting compelling, brand-aligned messaging across digital, print, and social channels. Proven expertise in mapping and developing marketing messages for diverse industries including healthcare, IT, ecommerce, and logistics.

Experience

Eli Lilly and Company | Associate Manager, Creative Services Writer **2024 – Present**

- Collaborate with US creatives, marketers, and agencies to conceptualize and design marketing campaigns.
- Plan, create, and edit promotional materials for the oncology and cardiometabolic health brand portfolios directed towards consumers, healthcare professionals, and payers.
- Craft and refine marketing tactics in agile across digital and print platforms consistent with brand style guide.
- Collaborate with stakeholders from cross-functional teams to drive content strategy for multiple brands within healthcare portfolio.

Torry Harris Integration Solutions | Content Writer **2022 – 2024**

- Led B2B content management and strategy across multiple channels, including web, email, and social media.
- Partnered with development and product teams to design campaign assets aligned with branding objectives.
- Created brand-forward messaging for visibility campaigns, employee stories, and customer testimonials.
- Planned and developed advertising communications for product launches in US and EMEA markets.

SelectHub | Technical Content Writer **2021 - 2022**

- Created SEO-optimized digital content for product listings, blogs, and market comparisons with a focus on US retail and tech audiences.
- Collaborated with internal stakeholders and external SMEs to ensure content relevance and clarity.
- Led social media content strategy to boost user engagement and platform reach.

Smemark | Content Writer **2021 – 2021**

- Delivered high-conversion product copy and ad campaigns for ecommerce and retail clients.
- Wrote channel-specific promotional content aligned to individual brand requirements.
- Produced SEO-driven articles and blog content aimed at increasing visibility and traffic.

Education

University of Hyderabad, Hyderabad | MA in English 2020

Ramakrishna Mission Residential College, Kolkata | BA in English 2018

Certifications

Jadavpur University, Kolkata | Post Graduate Certificate Course in Editing and Publishing 2022

University of Illinois Urbana-Champaign | An Introduction to Accessibility and Inclusive Design 2024

Skills & abilities

- Planning and organization
- Conceptual design
- Storyboarding
- Mentorship
- Project management
- Style guides: AP, AMA, CMS

Software proficiency

- Microsoft Excel
- Wrike
- Veeva
- ClickUp
- HubSpot
- Dashword
- SEMrush
- Ahrefs
- Adobe Acrobat DC
- Adobe Experience Manager
- Adobe Workfront
- MacOS