

Shauvik Roy

CREATIVE WRITER

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

Professional Summary

A versatile and creative content writer and strategist with an eye for detail, I have three years of experience creating marketing tactics across various sectors, including ecommerce, IT services, healthcare, pharma, and logistics. I excel in developing impactful narratives to support digital marketing campaigns and branding strategies.

Experience

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

- Ideate and develop agile marketing tactics to drive consumer, HCP, and payer engagement.
- Drafted, edited, and proofread technical documentation for internal teams.
- Continuously innovate with new tools and processes to expedite tactic development.
- Communicate and collaborate with cross-functional teams to refine marketing strategies.

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

- Drive B2B content strategy, content development, and calendar management.
- Collaborate with the product team to meet technical writing requirements.
- Develop employee narratives, client testimonials, and visibility campaigns for branding initiatives.
- Co-create marketing tactics to support social media marketing.

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

- Perform market research to identify trends, top performing products, and user sentiment.
- Work directly with clients to create SEO-optimized, high visibility product listings.
- Collaborated with SMEs and industry experts to create B2B and B2C blogs and articles.
- Developed and continuously refined social media strategies to drive online engagement.

Smemark | Content Writer **2021 – 2021**

- Collaborated with clients to create high-vis product listings on ecommerce platforms.
- Created and developed ad-copies tailored for specific platforms and outlets.
- Created SEO-optimized B2B and B2C blogs and articles to drive brand engagement.

Education

University of Hyderabad, Hyderabad

2020

MA in English | CGPA 7.97

Ramakrishna Mission Residential College, Kolkata

2018

BA in English | 60 percentage

Certifications

Post Graduate Certificate Course in Editing and Publishing from Jadavpur University

2022

Skills & abilities

- Planning and organization
- Problem solving
- Communication
- Leadership

Software proficiencies

- Microsoft Excel
- Wrike
- Veeva
- ClickUp
- HubSpot
- Dashword
- SEMrush
- Ahrefs
- Adobe Acrobat DC