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👤 Single

Languages

English

Proficiency level: Native or
bilingual

Bengali/Bangla

Proficiency level: Native

Hindi

Proficiency level: Speaking and
reading

Assets

Singer

I have been trained in Indian
classical music for almost 10
years.

Bibliophile

I am a voracious reader, both
fiction and nonfiction.

Travel

Therapeutic Escape

I love travelling and I have
travelled to most of the states in
India. Travelling is a major part
of my life and has always been
educational for me.

Ahona Sarkar

Content Writer/Copywriter

Creating stories to engage and inspire. A good story is worth a thousand emotions.

Work Experience

Associate Content Manager

Since November 2024 **Nestasia (New Leaf Retail Technologies Private Limited)**
Kolkata, WB, India

- Team management and supervision
- Task delegation
- Interpersonal communications
- Proofreading and editing content
- Search Engine Optimisation (SEO)
- Back-end website UX/UI operations

Content/Copy Writer

Since November 2022 **Nestasia (New Leaf Retail Technologies Private Limited)**
Kolkata, WB, India

- Web content - Product descriptions for Nestasia's official website
- Database Management System - Uploading product listings on Shopify
- Social Media - Creating interactive content for social media campaigns
- Copywriting - Creating ad copies and video scripts for social media ads
- Back-end SEO - Website optimisation (on-page footer, product categories, interlinking, back linking, etc.)
- Managing website UX/UI through Shopify
- E-commerce Cataloguing - Amazon Seller Central
- Writing creative blogs for the official website
- Google AdWords - Keyword research for website SEO

Content Marketer

Since October 2021 **Writer Shark** Kolkata, West Bengal, India

- Creating engaging and reader-friendly blogs and articles
- SEO content writing
- High-quality and grammatically correct web content writing

Academic Content Writer and Subject Matter Expert

From March 2020 to September 2021 **Student Life** Kolkata, West Bengal, India

- Online research (Google Scholar)
- Formal academic content (research articles, essays, dissertations, PowerPoint presentations)
- Plagiarism check
- Grammarly check

Education

Master of Science (M.Sc.)

From September 2017 to July 2019 **Scottish Church College, Affiliated to University of Calcutta** Kolkata, West Bengal, India

- (M.Sc.) in Botany
- Specialisation: Molecular Genetics, Cell Biology, Plant Biotechnology

Interests

Football

I am an ardent follower of international football. Watching football is my favourite hobby.

History

I have a fondness toward World as well as Indian history. The political backgrounds of the Second World War and the Partition of India intrigue me.

Social Networks

in @AhonaSarkar

f @AhonaSarkar

@ @ahonas95

Education

Higher Secondary (10+2)

From April 2002 to March 2014 **Springdale High School (H.S.)** Kalyani, PIN- 741235 District- Nadia, West Bengal, India

- Stream: Science
- Subject combination: Bengali, English, Physics, Chemistry, Mathematics, and Biology

Bachelor of Science (B.Sc.)

From August 2014 to June 2017 **Shri Shikshayatan College, Affiliated to University of Calcutta** Kolkata, West Bengal, India

- (B.Sc.) in Botany

Writing Skills & Soft Skills

Blog Writing



Web Content Writing



SEO Writing



Copywriting



Teamwork



Working under pressure



Leadership



Computer & Software Skills

Meta Ads Library

Google AdWords

Shopify

Surfer SEO

ChatGPT

Google Doc & MS Word

Google Spreadsheet & MS Excel

MS Project

MS PowerPoint

WordPress