

Trisha Banerjee

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Educational Qualification

St. Xavier's College (Autonomous) Kolkata

2020-2021

Post Graduation Diploma in Mass Communication with special reference to *Public Relations*

Patna Women's College, Patna

2017-2020

Bachelor's in Mass Communication

Mt. Carmel School, Patna

2017

Arts Stream

Christ Church High School, Patna

2015

Job Experience

SM Global Ventures, Delhi

August 2024 - Present, Travel Content Writer

- Engaged in writing SEO optimized On Page and Off Page Content including blog post, guest post, articles and web 2.0 tailored to travel niche with a word count of 2500-3000.
- Carried extensive research to curate SEO friendly and high engaging contents such as blogs, articles, guest post, web 2.0 and profiles.
- Conducted content audits to ensure alignment with project guidelines and SEO best practices, enhancing overall content quality and performance.
- Collaborated with cross-functional teams to align content strategies with marketing objectives, contributing to increased engagement and audience growth.
- Trained and mentored new team members, providing guidance on content creation, SEO principles, and research methodologies to accelerate their onboarding process.

SKILLS

Communication.

Writing.

Editing.

Canva

Adobe Indesign

Microsoft Office

Adaan Digital Solutions Pvt Ltd, Delhi

May 2024 - July 2024, *Website Content Writer*

- Created engaging, high-converting website content for almost 100 small and medium-sized businesses across the UK.
- Conducted thorough research to ensure accuracy and relevance of content, maintaining high standards of quality.
- Edited and proofread content to ensure grammatical accuracy, coherence, and adherence to style guidelines.

Nxmtec. Pvt. Ltd. Media, Patna

Feb 2022 - Feb 2023, *Content Writer*

- Content Generation for videos
- Creation of database along with research
- Creation of Report

Lakshya Media, Noida

Dec 2022- Jan 2023, *Content Writer, (Part Time work)*

- Created high engaging and informative Website Content.
- Focused on generating content for celebrity articles.
- Conducted Celebrity Interviews

Wordsworth Media, Mumbai

Oct 2021- Feb 2022, *Content Writer, (Freelance)*

- Engaged in writing articles and blogs.
- Carried thorough research work for media contents along with Press release
- Personality Interviews

Patna Diaries, Patna

March 2021 - May 2021, *Content Writer, (Part Time)*

- Blog Writing
- Article Writing
- Research

PROJECTS

Research work under UGC based on 'Juvenile Delinquency: Special Reference to Bihar'— 2019-2020

Thesis Work on 'Manga and its Immense Popularity'— 2020-2021

Internship

The Sunday Guardian, Noida (2019)

India News, Noida (2019)

The Telegraph, Patna (2018)

Certificates

SEMrush SEO Digital Marketing (*SEMrush Certification*)

Introduction to Digital Journalism (*Reuters Certification*)

LANGUAGES

English, Hindi and Bengali