

SAGAR GHOSH

Content Strategist
Copywriter



Lucknow

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Bachelor of Law

Creative professional content writer with 7+ years of experience. In my professional career, I have gained significant experience in strategizing and managing digital and print content for brands. I am proficient in content planning as per the marketing goals of the brand, and have been responsible for creating content across online (website, social media, online advertising) and offline platforms (brochures, pitch decks).

WORK HISTORY

Proven work experience as a content writer, copywriter, and SEO-copywriter capable of delivering creative, original, and engaging content across online and offline marketing channels.

Content Planning and Creation

Copywriting

Online Ad Campaign Content Planning

SEO-Friendly Content

Blogging

Social Media Content Management

WORK EXPERIENCE

• VicDigit Technologies, Lucknow

SEO Copywriter

Planning Online Content for US & Canadian Clients
Coordinating with Clients to Create Content Strategies
Creating SEO content for US and Canadian Clients
Planning & Creating Online Advertising Campaign Content

Brands worked with: *Greyellow, Rusty Lions, Jos Family Law Firm, Eric Child Custody Law Firm, Elite Braids Hair Salon, Niral Patel Personal Injury Law Firm.*

• Weaving Thoughts

Freelance Content Writer

Informative Blogs and Web Content
On-Page and Off-Page SEO content for clients of various industries

Brands worked with: *IndiGo, Club Mahindra, Bin Yousef Cargo, Slurrrp, Shop Now.*

• ONGC

Wrote Annual Brochure Content of ONGC

APR 2020 - PRESENT

JAN 2018 - FEB 2019

• Digital Salvation, Lucknow

Content Strategist

Leading the content team and co-ordinating with the design team for creating online ad campaigns.
Planning social media content with specific Calls-To-Action.
Ensuring prompt deliverables to the client before deadline.

Brands worked with: ***Rajwada, Jewel Palace.***

OCT 2019

• Ekana Cricket Stadium

Created Brochure content for Ekana Cricket Stadium in Lucknow for their inaugural match.
Created Brochure Content for Ekana Mall.

DEC 2016 - DEC 2017

• BDeveloper, Lucknow

Content Writer

Creating online marketing campaign content for clients.
Social Media Management.
Creating Blogs and Articles.

Brands Worked With: ***Shalimar Corp, Cafe Mocha, Jugal Kishore Jewellers, The Cherry Tree Cafe, Munich Bar, Turquoise Cottage.***

JAN 2016 - SEP 2016

• Sandlegal, Gurgaon

Jr. Law Associate

Creating and verifying legal compliance checklists for clients.
Staying up-to-date with relevant labor and tax provisions in India and across the US.
Updating compliance checklist for amendments/modifications/cancellations of relevant legal provisions

2015

• Pangea-3, Thomson Reuters, Noida

Legal Associate

Reviewing business documents and identifying legal inconsistencies.
Proofreading legal documents for errors.

