



Sourav Saha

CONTENT WRITER || COPYWRITER

PROFILE

An expert wordsmith with 9 years of turning brands into binge-worthy stories. I mix the magic of SEO, social media savvy techniques, and marketing mojo to spark clicks, conversations, and conversions.

Core Competancy: Love making audiences stick around—and brands stand out.

SKILLS

- Content Writing & Editing (SEO, Blog, Web, Product)
- Copywriting & Storytelling
- Content Strategy & Social Media Campaigns
- Canva | Grammarly | ChatGPT
- Digital Marketing & Audience Engagement
- Basic Infographics | Google Docs/Sheets

HIGHLIGHTS & PROJECTS

- Increased organic traffic by 200% through content strategy.
- Created viral blogs with 3k+ shares/views.
- Led social media campaigns that lifted brand engagement significantly.

WORK EXPERIENCE

Senior Executive Content Writer

Sears Holdings India | Feb 2024 - Jan 2025

- Revamp product descriptions and blogs, increasing discoverability and engagement
- Design Canva creatives for campaigns and managed content calendars

Senior Content Writer

Markup Designs | Oct 2021 - Jan 2024

- Produce high-performing content for diverse industries, boosting web traffic
- Collaborate with SEO and social teams for content alignment and reach

Content Writer

Colorspehere Multimedia | July 2018 - Oct 2021

- Develop scripts and multimedia content; managed client communications
- Strengthen content quality across digital platforms

Content Writer & Faculty

Bright Computer Academy | May 2016 - July 2018

- Develop scripts and multimedia content; managed client communications
- Strengthen content quality across digital platforms

EDUCATIONAL HISTORY

IGNOU

M. A. English | 2015

University of North Bengal

B. A. English (Hons) | 2012