



SAURAV BANERJEE

SENIOR CONTENT SOLUTIONS MANAGER

MARKETER. STRATEGIST. EDITOR

CONTACT:

PHONE

- (+91) 814 753 5380
- (+91) 891 004 4104

EMAIL

- saurav.ba9erjee@gmail.com
- saurav.baner3@gmail.com

SOCIAL

- <http://bit.ly/WordPressSavvy>
- <http://bit.ly/LinkedInSavvy>
- mez.ink/saurbane (PORTFOLIO)

MEETING

- Zoom ID: 365 785 1808
- Skype ID: saurbane

OTHER DETAILS:

DATE OF BIRTH:

18TH MAY, 1989

RESIDENCE:

PRESENT: KOLKATA, IN
NATIONALITY: INDIAN

ACADEMICS:

B.SC. IN PHYSICS (HONORS) - 2012

WORK EXPERIENCE – SNAPSHOT

TOTAL WORK EXPERIENCE

14 YEARS

DIGITAL MARKETING (AGENCY)
PRINT EDITING
TRAVEL WRITING
FREELANCE CONTENT WRITING

10 years
1 year
2 years
4 years

INDUSTRIES COVERED:

Technology, Travel, Healthcare, Hospitality, Fashion, Sports, Banking & Finance

BRANDS SERVED:

Marriott International, IHG Hotels & Resorts, Hilton Worldwide, Pyramid Hotel Group, Sunland Resorts, SpeedPro, RedTeam Security, Conn's HomePlus, etc



KEY SKILLS FORTE

TOOLS AT HAND:

TECHNICAL	MS OFFICE SUITE (WORD, EXCEL, POWERPOINT, ONEDRIVE, SHAREPOINT)	PROFICIENT
	CMS (IN-HOUSE, WORDPRESS)	PROFICIENT
	ANALYTICS (GSC, GA, GMB, SEMRUSH, MARKETMUSE, SIMILARWEB, BRIGHTEDGE, SURFER-SEO)	REGULAR
	AI AUTOMATION (CHATGPT, JASPER, CLAUDE, GEMINI, RELUME)	REGULAR
	PLAGIARISM/CONTENT QA SOFTWARE (GRAMMARLY, COPYSCAPE, BUGHERD)	PROFICIENT
	DESIGN TOOLS (CANVA, PHOTOSHOP, FIGMA)	BASIC
	SOCIAL CAMPAIGNS (SPROUTSOCIAL)	REGULAR
LANGUAGE	ENGLISH (US, UK)	PROFICIENT
	BENGALI	PROFICIENT
	HINDI	PROFICIENT
	FRENCH	BASIC
	KANNADA	BASIC

ON-JOB SKILLS:

Strategy	- End-to-end content strategy using the latest analytics, content research, and automation tools - Applying intent-driven approach while conducting in-depth content audits - In-depth keyword audits, competitor analysis, and topical gap analysis - Detailed sitemap and content architecture creation for small to large and portal websites - Impact- and data-driven digital marketing plans and content calendars
Research & Development	- Contributing as content expert to in-house CMS and content product development - Identifying process gaps in content development and providing SMART action plans - Applying latest industry trends and Google algorithm updates to improve content processes - Consulting latest automation and AI (ChatGPT, Bard) tools to reduce content time-to-value - Creating advanced templates for content briefing, delivery, and project management
Execution	- Page-level content enhancements with topical, intent, and entity optimization - Website-level on-page content with off-page SEO enhancements (metadata, alt tags, etc.) - Frequent CTR optimization to keep client websites up-to-date with Google's algorithm - Proofreading and editing content from automation tools, internal and external team members - Writing for paid media ads (Google, Facebook) on select branded/non-branded campaigns - Executing monthly/quarterly social media post (organic) and blog calendars
Administration	Creating checklists, content QA tools, and in-house editorial guidelines to improve content quality



	- Briefing and training internal (in-house team) and external (freelancers, contractors) resources - Enabling sales teams, customer success teams, and clients through comprehensive briefs - Hands-on project management of high-value content projects with multiple teams to report - Creating comprehensive daily/weekly/monthly/quarterly/annual reports to project personal and team growth
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OVERALL SKILLS:

WRITER	B2C: Freelance Content Writing, Website Content, SEO Content, Creative Writing, Travel Writing, Ebooks, Reports, Press Releases, Brochures (Online/Print), Classifieds, Academic Writing (Thesis/Dissertations), Technical Articles, Product Descriptions, Guest Blogs (Entertainment), Professional Blogs (B2B/B2C), Ezine Articles, Ghost Writing B2B: Whitepaper, Thought Leadership Articles, Professional Blog Site Maintenance, Infographics, Guides, Brand-Related Content Resources, Excel Worksheets, Professional Presentations, Video Scripts, Case Studies, Email Marketing
EDITOR	Conceptualizing, Briefing, Proofreading, Editing (Grammatical / Technical), Plagiarism Checking, Research Updates
MARKETER	Trend-driven Content Strategies, Client Follow-ups, Design Inputs, Digital Marketing Campaign Pitches, Proposals, Sales Enablement, Ad Copies (Google, Facebook, etc.), Campaign Collateral
TRAINER	Guiding Pool of Fresh Writers, Training Documentation (Creating Editorial Guidelines, Cheat sheets, Tip-Sheets), Hands-on Project Reviews, Process Orientation (In-House), Briefing Freelance Teams
LEADER	Aligning to Organization- and Team-level Objectives, Managed Successful Enterprise-level Projects for Major Hospitality Labels, Led Omnichannel Marketing Campaigns for National-level Sports Events
PROFESSIONAL	STRENGTHS: Team Player & Team Builder, Self-Motivated, Result-Oriented, Communicative, Flexible & Adaptive, Dedicated, Workplace Innovator, Eager Learner, Solution Provider, Go-Getter, Initiative & Ownership Taker, Active Participant WEAKNESSES: Time Management Skills, Research Nerd, Quality over Quantity, Strong Team Advocate, Unfiltered Conversations, Advocate for Workspace Equality

MOTIVATIONS/DRIVES:

	Complete end-to-end visibility over projects
	SMART work (impact-driven) over hard work
	Co-achieve with the organisation and team
	Be recognised for the value I bring on board
	Liberal work environment and dynamic roles guarantee the best results



MY BASIC STYLE	MY ADAPTED STYLE
DOMINANT, SUPPORTIVE, CAUTIOUS	CAUTIOUS, DOMINANT
The Basic Style represents your "natural" or "internal" state. The set of drives affects how you view, interpret, and interact with the world. This is the part of you that happens "in your head." In most cases, only you and the people close to you will see this part of you. The bar graph attempts to represent the relative intensity of each drive in your style blend.	The Adapted Style represents the behaviors you learned to use to be most successful in the environment you were thinking about when you took the assessment. This is the part of you most visible to other people because this is the part of you that shows up in your behaviors (your body language, facial expressions, tone, etc.) The bar graph attempts to represent the relative frequency you use each behavior style as you interact and work with others.

Ref: <https://discpersonalitytesting.com/blog/what-is-the-disc-model/>

HOBBIES & INTERESTS:

Culture	Travel	Photography
- Have performed in stage shows as a professional theatre actor - Participated in international theatre festivals as a part of theatre group – Nabankur - Took an active role in organizing numerous theatre-related workshops regarding make-up, lighting, etc. - Once a regular cultural member of Ramakrishna Mission Institute of Culture (RMIC), Golpark, Kolkata - Organized and participated in numerous events as an active, creative member of cultural forums in school and college	- Certified Mountaineer from Himalayan Mountaineering Institute, Darjeeling - Successful expedition to Renok Peak in North Sikkim - Completed Rock-Climbing exercise with Bangalore Adventures Club in Turahalli Forest, Bengaluru, Karnataka. - Successful treks include Chadar Trek, Kashmir Great Lakes, Har-ki-Doon, and more. - Frequent backpacker across the country's offbeat locations Read about my travel exploits: http://bit.ly/Chadar2018	- Enthusiast in Nature and Street Photography - Have amateur experience in food photography for an online patisserie website Follow my experiences on Instagram: @acceptacular
Poetry	Social	Arts
- Actively associated with various literature little-magazines - Held the position of Assistant Editor in Opodarther Adyokkhor – a Bengali bi-yearly little magazine - I've also designed covers and illustrations for the magazine's past editions - Participate in yearly online poetry events, like NaPoWriMo (April) Check my poetry misadventures: http://bit.ly/KolomkaariSavvy	- Participated in the "Clean Lalbagh" initiative with The Youth Development Program – Bangalore Edition - Participated in various Corporate Social Responsibility (CSR) activities through Champions Group - An active supporter of Responsible and Eco-friendly Tourism - A vocal supporter of LGBTQIA+ Rights	- Hand-made cards and gifts – from time to time - Doodling and sketching - Participate in yearly online arts events, like Inktober (October) Find my dystopian collection of imagery on Instagram: @warpfaced (WARNING: Images may cause distress)



WORK EXPERIENCE PROFILE

COMPANY:	Milestone Internet Marketing
DESIGNATIONS HELD:	Content Strategist Senior Content Strategist Senior Content Solutions Manager
DURATION:	Nov 2019 - Present
KEY ROLES & RESPONSIBILITIES:	• AI-Powered Content Optimization with humanization quality checks • Generative Engine Optimization for maximum visibility • Content Audits impacting search opportunities and visibility growth • End-to-end ownership of content marketing clients with equal focus on product and service enablement • Strategize content marketing efforts based on an impact-driven RACE framework • Create Content Marketing Plans for major hospitality labels (including Marriott, IHG, Ramada, etc.) • Contribute to content seamlessly across multiple channels, including websites (SEO), paid marketing, PWA, and social • Creating marketing calendars, project plans, and reporting structures and maintaining them with external and internal inputs • Communicate with clients, internal, and customer-facing teams regularly during discovery, and ongoing content phases • Training newly hired writers, freelancers, managers, and executives in company processes, content guidelines, and industry best practices • Documenting training material, sample templates, and video tutorials to create an in-house content marketing resource pool • Contribute to company R&D to further develop in-house content and marketing products
INDUSTRY EXPOSURE:	Hospitality, Banking & Finance, Healthcare, Automotive, FinTech
ACHIEVEMENTS & ACCOMPLISHMENTS:	• Led enterprise-level project for Marriott's new all-inclusive resort chain, creating their new portal and coordinating with internal and client-facing teams



	- Completed Proof of Concepts on live client projects for the company's social media video offerings with success - Created the company's first Mobile-first Website Guidelines, Content Editorial Stylesheet, and the consolidated Strategist Starter Kit, which is still the standard for all content writing best practices in the company to date
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COMPANY:	Metricfox Pvt. Ltd. (Previously, Strategic Outsourcing Services)
DESIGNATIONS HELD:	Content Writer Senior Content Writer Senior Content Writer & Strategist
DURATION:	Apr 2015 – July 2019
KEY ROLES & RESPONSIBILITIES:	- Creating Content Marketing collateral (whitepapers, blogs, infographics, long documents, industry reports, tip-sheets, guides, articles, etc.) for internal brand websites following a monthly work calendar - Arranging promotion material (email pitch, landing pages, snippets) for outreaching campaigns on all digital platforms - Responsible for coordinating with design, development, and social media teams for timely completion of projects - Develop new brands and maintain the online reputation of existing brands - Strategize social calendars and keep a steady flow of relevant, catchy content - Operating open content platforms and other content-based tools - Write training & sales enablement material for internal marketing departments - Communicate strategies with internal (leadership) and external (clients, vendors) stakeholders regularly - Guide recruits by adequately aligning them with the company's content standards
INDUSTRY EXPOSURE:	Information Technology (Data), Healthcare, Tourism & Hospitality, Sports
ACHIEVEMENTS & ACCOMPLISHMENTS:	- Won Best Work of the Month award for the team organizing the best event presence through multichannel campaigning for client brand - Successfully managed marketing efforts for the first leg of the national motorsports championship INRC 2019



	- Organized in-office marketing event, hosting celebrity Chris Gayle - Successfully launched the company's first Marketing Benchmark Survey with responses from over 300 marketers across the globe - Set guidelines for marketing collaterals across internal brands
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COMPANY:	Total Energy Info
DESIGNATIONS HELD:	Sub Editor Features Editor
DURATION:	Mar 2014 – Mar 2015
KEY ROLES & RESPONSIBILITIES:	- Collecting news material from correspondents and other company news sources - Arranging the news into reports, giving the entire magazine layout concept every month - Writing feature articles and editing magazine content - Creating, consolidating, and conceptualizing relevant sections of the magazine - Responsible for updating industry databases for the company website - Covering events and energy industry-related conferences
INDUSTRY EXPOSURE:	Oil & Gas, Power, Energy
ACHIEVEMENTS & ACCOMPLISHMENTS:	- Launched the first in-house print magazine for the company - Personal landmark: first job outside home city

SELF-DECLARATION

I hereby declare the above statements to be accurate to the best of my knowledge.

(SAURAV BANERJEE)