

WHAT'S IN MY NAME: Sreemanti Sengupta

I AM: Female, word architect, married, born May 23, 1986

ABODE AHOY!

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LET'S talk!

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Twitter: @sreemantisen

THE LEARNINGS

- Advanced Diploma in Creative Writing (Distance), Symbiosis, Pune (2009-2010)
- Post Graduate Diploma in Advertising and Marketing, Xavier Institute of Communications, Mumbai, (2008 - 2009)
- Bachelors in English Literature, Lady Brabourne College, Calcutta University (2005-2008)

I HAVE BEEN:

- **Mainstream Advertising copywriting**
- **Content Writing** – Blogs, Articles, Website Content, Social Media and more
- **Academic Writing and Editing**
- **Tutoring (Guest Faculty - Media)**
- **Creative Consultancy**

- **Literary Writing** – poetry, fiction, blogs (published in the electronic and print medium)
- **Editing** self-run quarterly Ezine – ‘The Odd Magazine’
- **Publishing** – ‘Odd Books’ a series of art-text minis featuring artists across the globe

SEE MY WORK:

Advertising & Content Writing Portfolio: <https://senguptasreemanti.wixsite.com/copykafe>

Literary Writing Portfolio: <https://senguptasreemanti.wixsite.com/sree>

WORK EXPERIENCE: 2009 – present

Full Time (2009-2013)

- Genesis Advertising, Kolkata
- Lowe Lintas and Partners, Kolkata
- Shreyansh Innovations, Kolkata
- DPK Advertising, Kolkata
- Caps Micrographics, Kolkata
- Artherstone Investor Communications, Mumbai and Kolkata

Freelancing (2013-Present)

Guest Faculty

- Calcutta Media Institute, Kolkata
- National Academy of Media and Events, Kolkata

Content Writing: Articles and Blogs

Content Portfolio: <https://senguptasreemanti.wixsite.com/copykafe/content-writing>

- 32 Bytes, Kolkata
- Cogfree, Kolkata

- Blank Theory, Melbourne
- NextRight, Melbourne
- Just Words, Gurugram Haryana

Academic Writing

- Jamboree India Pvt. Ltd

Creative Communication Consultancy

- Storytellers, Gurgaon
- 32 Bytes, Kolkata
- Gray Angels, Kolkata
- Crow's Nest, Kolkata
- Versus Communications, Kolkata
- Expression Ad Agency, Kolkata
- Voyagers, Kolkata
- Sketch Advertising, Kolkata

I CAME, SAW, WROTE FOR:

- **Real Estate** – Pasari Group, DLF, Credai Bengal, Eden City Maheshtala, Highland Greens, Arya Realty, Sumer Group, Lotus Group (Bhubaneswar) and others.
- **Retail and Lifestyle** – Prapti Fashions, Rangeeli Fashions, Avani Riverside Mall, Ajanta Footwear, One Society, Dollar Industries and others.
- **Education:** ILead, Radha Krishna Institute of Technology and Engineering (Bhubaneswar), Sister Nivedita University, IQST, JIS Education and others
- **Healthcare:** C K Birla Hospitals, CMRI, Speech Plus and so on
- **Non-Profit:** John Snow with UNICEF – Momentum Routine Immunization and Equity Project
- **Technology:** CDE Asia
- **FMCG** – Cello Pens, Emami Malai Kesar Cold Cream
- **F&B:** Cookme Spices, Monginis, Mio Amore, Bauli, Winkies, Mio Biscuits, Amrit Milk products, 6 Ballygunge Place (Digital), The Wall (Digital), Ganesh Grains and others
- **Entertainment:** Zee Bangla (Digital), Zee Bangla Cinema (Digital)
- **Furniture & Furnishings** – Skipper, Sarda Plywood, Greenply Plywood, Hardware Collection
- **Building materials:** Shricon TMT, Captain TMT

- **Telecom** – Idea Cellular, Hitech Cell Phones
- **Banking and Finance:** SREI Infrastructure Finance, Bandhan Bank (Digital)
- **The Centre and State Government of West Bengal** – Bihar Tourism, Fairs and Exhibits (Bengal Leads, Destination Haldia), Jute Board of India, HIDCO
- **Durables** – Sunwik Home Appliances

AREAS OF EXPERTISE:

1. Marketing/Promotional/Advertising Content:

Proven expertise in mainstream ad writing (print/digital/social), all marketing collaterals (Brochures, Leaflets, Signage, Press Releases and so on). Brands handled range from Real Estate, F&B, Education, Building Materials, Finance, Paints, Fashion, Government undertakings and much more.

Examples at <https://senguptasreemanti.wixsite.com/copykafe>

2. Website Content:

Experienced in writing content for all kinds of websites including Corporate Profile, Real Estate, F&B, Building and Manufacturing and so on

Examples:

6 Ballygunge Place: www.6ballygungeplace.in (Ethnic Dining / F&B)

Hanuman Group: www.hanumangroup.in (Logistics)

Winkies Cakes: www.winkies.co.in (Confectionery / F& B)

Mio Amore: www.mioamore.net (Confectionery / F& B) Also relevant for: Product Descriptions

Calcutta Media Institute: www.cmi.net.in (Media School / Education)

3. Social Media Posts (Facebook/Instagram etc.)

Conceptualized, written for and assisted in visualisation: Facebook page feed for a number of brands. This includes regular posts/special day posts and Digital Campaigns

Examples:

6 Ballygunge Place (Ethnic Dining / F& B)

<https://www.facebook.com/6BallygungePlaceOfficial/>

One Society (Fashion) - Also relevant for 'Product Descriptions'

<https://www.facebook.com/OneSocietyByShastra/>

Bandhan Bank (Banking / Finance)

<https://www.facebook.com/bandhanbank.in/>

4.Blogs

Includes weekly blogs on Travel, Finance, Building Materials, Lifestyle and so on.

5. Academic Writing

Long-time freelancer with Jamboree (www.jamboreeindia.com)

Experience in: Resume Writing, Statement Of Purpose, Letters of Recommendation, Admission Essays

Examples: Cannot be provided due to confidentiality agreement with employer

7. Guest Faculty – Calcutta Media Institute (2016 - Present)

Independently designed courses, prepared study material, graded and conducted classes as a part-time faculty for Integrated Marketing Communication (Calcutta University Affiliated), Creative Development and Digital Marketing. Classes focussed around strength areas of copy and content development churned from real-life industry experiences, against the context of a wholesome advertising and brand understanding. Study materials are typically designed going through the established media of communication and stopping at each to illustrate the use of promotional content and impact of communication in the present era using examples and not text-book material that tend to be boring for most. Courses are rounded off with projects and independent presentations to judge the understanding and industry-readiness of students.

7. Everything else I have dabbled in: Product Descriptions, Creative Writing (Poetry and Fiction: Published Author/Poet in various international magazines and forums. Owner and founder of The Odd Magazine www.theoddmagazine.com), Exhibition Catalogues, Brochures, Articles and Listics.

CAREER: CREATIVE WRITING AND EDITORIAL

Sreemanti Sengupta writes poetry and short prose apart from dabbling in collage art. She has a poetry book 'Losing Friends' (Alien Buddha Press 2.0) to her name available here on Amazon: <https://www.amazon.com/Losing-Friends-Sreemanti-Sengupta/dp/1699894205>

Her haikus have been translated to French by celebrated collagist Bruno Sourdin and some works read at the City Lights Bookstore NY in the august presence of Mr. Lawrence Ferlinghetti and other Beat stalwarts. She edits The Odd Magazine at www.theoddmagazine.com

Read her at <https://senguptasreemanti.wixsite.com/sree>