

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:

- 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
- Tutoring (Guest Faculty - Media)
- Advertising copywriting
- Web writing and freelancing
- Creative Consultancy

Advertising Portfolio: www.copykafe.com

Career: Advertising

Work experience: 2009 – present

Full Time

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

Freelancing

Guest Faculty

- Calcutta Media Institute (Guest Faculty), Kolkata
- National Academy of Media and Events (Guest Faculty), Kolkata

Content and Academic Writing

- Blank Theory, Melbourne
- NextRight, Melbourne

Creative Communication Consultancy

- Gray Angels, Kolkata
- Crow's Nest, Kolkata
- Jamboree India Pvt. Ltd
- Versus Communications, 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
- **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** – Bihar Tourism, Fairs and Exhibits (Bengal Leads, Destination Haldia), Jute Board of India, HIDCO
- **Durables** – Sunkwik 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 www.copykafe.com

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, 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

The Odd Magazine:

The Odd Magazine was founded in May 2012 in an attempt to bring together in one unique ezine alternate creative arts from around the world. Almost singlehandedly founded and

edited (or, Odited, as I prefer to call it) The Odd Magazine invokes the spirit of the 'odds' or those on the margins, inspired by culturally revolutionary and anti-establishment movements such as the Beats in America and the Hungry in Bengal. It is today 16 editions old and has proudly featured choicest fiction, poetry, videos, art, interviews, photography, music and more from France, Italy, Greece, Hungary, Scotland, Brazil, Australia, Norway, Belgium, Georgia, Sweden, Spain, UK, Canada, USA, Taiwan, China, UAE, Bangladesh, India and more.

Explore at www.theoddmagazine.com

Publications:

(1)

Self publication: *First Person*

Genre: Experimental

Available at: <http://www.amazon.in/First-Person-Sreemanti-Sengupta/dp/1497324084>

'First Person' is an experimental literature conceived and produced in collaboration with Brazilian artist/photographer Ana Viviane Minorelli. It has been appreciated and received a warm welcome from a close circuit of friends globally. You can learn more about the project here: <https://www.facebook.com/iamfirstperson/>

(2)

'Father'

Genre: Poetry

Published by: Sore Dove Press, San Francisco

7 poems, each bound as a book in black leatherette, 20x13 cm (8x5"), all housed in a handmade drop back box. Each poem No. 4 of 12 signed and numbered copies. First Edition.

Each book is signed by the respective poet. The poets included are: Lawrence Ferlinghetti, Jack Hirschman, Ann Menebroker, Belinda Subraman, Father Luke, SreemantiSengupta and SoheyIDahi. A scarce collection, handsomely presented. The collection was titled after a phrase from my poem.

Achievements:

- Been elected 'Poet To Notice' at the Grandma Moses Press, 2019 <https://grandmamosespress.com/2018/07/30/poet-to-notice-sreemanti-sengupta/>
- The Odd Books 2019-20 has reached a total of 10 countries and has 30 subscribers and a long list of well-wishers
- Regular poet and contributor to prestigious small press publications such as Blink Ink
- Interview appearance in Ppigpen by Small press stalwart Catfish McDaris: <https://ppigpenn.blogspot.com/search/label/Sreemanti%20Sengupta>

Artist's Statement

Sreemanti writes experimental fiction and poetry and has been widely published in the print and electronic media in places like Mad Swirl, Paragraph Planet, Certain Circuits, Bare Hands Poetry, Onager Editions, Ppigpen and many more. Her published works have been read at the City Lights Book Store in New York and her haikus translated to French by celebrated poet-collagist Bruno Sourdin. Sreemanti has self-published 'First Person', an experimental novella in collaboration with Brazilian artist/photographer Ana VivianneMinorelli. The book is now available online. She is also the editor at her self-run ezine 'The Odd Magazine' (now in its 18th edition) which features alternative creative art, poetry, photography, interviews and more from across the globe.

Enjoy: Living, Learning, Contributing

Unjoy: Unending soaps