

I am Sreemanti Sengupta, a freelance writer based out of home, in Kolkata.

I have just crossed a decade in my writing career mostly spent in advertising copywriting at various mid and large scale agencies. I have spent 3.5 years as a full time copywriter for Lowe Lintas, Kolkata and since then explored myriad avenues of writing including mainstream advertising copy, content, digital and social media, academic writing, blogs and so on.

I am presently freelancing, a visiting faculty at a premier media school and also maintain a busy literary life as an internationally published poet, author and the owner and founder of a successful emagazine that publishes alternate creativity from across the world.

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. (samples attached)

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

6. 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 Listicles.

I may be contacted:

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Skype: @Sreemanti Sengupta

Links:

Portfolio: www.copykafe.com

Magazine: www.theoddmagazine.com

My detailed CV is also attached for your perusal.

Thank you and I hope to hear from you.