

Priyanka Ghosh

Full-time and
Freelance Content
Writer, Educator

Contact

Address

New Delhi, India 110048

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Skills

Creative writing

Excellent

News writing

Excellent

Proofreading

Excellent

Promotional marketing and
advertising

Excellent

Microsoft Office

Excellent

Proficient with website
content management

Excellent

A versatile content writer, proficient in researching, writing, and editing diverse content. Prolonged experience as customer service executive, with knowledge of service delivery and proven multitasking abilities. Committed to maintaining professional relationships to increase profitability and drive business results. Works with minimal input to produce engaging, authoritative, and error-free work. Autonomous yet communicative with 11-years history of superior performance. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

Work History

2022 - 09 -
2023 - 08

Content writer

ABSYNTH Design, New Delhi

- Creative writing for design studio products, create new stories around them.
- Create content for social media and sales page ETSY.
- Conducted extensive internet research to provide facts and statistics for articles and blogs.
- Used Microsoft Word, Google Docs and SharePoint to store and share created documents.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Strengthened content by thoroughly editing and proofreading content prior to submission.

2020-02 -
Current

Freelance Content Writer

August Communication, New Delhi

- Conducted extensive internet research to provide facts and statistics for articles and blogs.
- Used Microsoft Word, Google Docs and SharePoint to store and share created documents.
- Added keywords, meta descriptions and alt

Languages

ENGLISH		Excellent
BENGALI		Excellent
HINDI		Excellent

2019-06 -
2022 - 09

- Created monthly Excel spreadsheets to manage client projects and deadlines.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Ghostwrote articles for different clients and agencies in advertising and marketing industries, incorporating relevant SEO terms and interlinking.
- Strengthened content by thoroughly editing and proofreading content 2 times prior to submission.

Middle School English Teacher

Springdays CBSE School, Vellore

- Administered assessments and standardized tests to evaluate student progress.
- Utilized multimedia strategies and technology to convey information in fresh and interesting ways.
- Prepared and implemented lesson plans covering required course topics.
- Taught students how to express ideas in detail.
- Corrected grammatical issues and imparted new rules appropriate to instructional level.
- Worked with other teachers to support struggling students and provide thorough help to rectify comprehension issues.
- Adapted lesson plans and curricula to student interests, increasing GPAs and student engagement.
- Evaluated and improved student reading comprehension through personalized instruction.
- Cultivated relationships with parents for complete support network.

2015-06 -
2017-11

Customer Care Representative

American Express, New Delhi

- Leveraged sales expertise to promote products and capitalize on upsell opportunities.
- Resolved concerns with products or services to help with retention and drive sales.
- Responded to customer needs through competent customer service and prompt problem-solving.

- Maintained and managed customer files and databases.
- Assisted call-in customers with questions and orders.
- Communicated with clients regarding account services, statements, and balances.
- Navigated multiple computer systems and applications to find information.
- Built long-term, loyal customer relations by providing top-notch service and detailed order, account and service information.
- Helped large volume of customers every day with positive attitude and focus on customer satisfaction.
- Investigated and resolved customer inquiries and complaints quickly.
- Delivered prompt service to prioritize customer needs.
- Educated customers about billing, payment processing and support policies and procedures.
- Handled over 80 calls per shift signing up new customers, retrieving customer data, presenting relevant product information and cancelling services.
- Effectively communicated with customers about account changes, new products or services and potential. Credit card upgrades.
- Delivered excellent customer service, resulting in consistent 100% customer satisfaction rating.
- Communicated professionally with colleagues, freelancers and clients.
- Provided excellent customer care by responding to requests, assisting with product selection and handling ordering functions.

2012-06 -
2015-04

Web Content Writer

Live India News Channel, New Delhi

- Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Researched to develop thorough understanding of unfamiliar topics, competitors, industries and

processes to present fresh, new angles and ideas within written content.

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Employed CMS software and use various to achieve proper grammar and syntax within articles and implement SEO principles on WordPress and other website hosts.
- Edited and proofread content to confirm proper grammar, quality and consistency with AP style.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Consulted with editors to shape story and eliminate any errors.
- Composed original written material for various types of publications and submitted for approval by supervisor, editor or publisher.
- Produced original, creative content for promotional advertisements and marketing materials.
- Managed competing deadlines with efficiency.

Education

2011-06 -
2012-04

Post Graduate Diploma (PGDM): Broadcast Journalism

*Indian Institute of Journalism And New Media -
Bangalore*

2008-06 -
2011-05

Bachelor of Arts: English Literature

*South Calcutta Girl's College, Calcutta University -
Kolkata, WB*

Interests

Performance Arts

Ardent Music lover

Current Affairs

Certifications

2022-03	IELTS, Overall Band Score 8
2022-06	FUNDAMENTALS OF IT SUPPORT (By Google)