Ananya Chatterjee

CONTENT WRITER

ananya.chatterjee@example.com • +91 90000 12313 • Kolkata, India • Portfolio • LinkedIn

Profile

Content writer with 2 years of experience writing blogs, landing pages and email newsletters for SaaS and education brands. Wrote 180+ articles and helped one blog reach 60,000 monthly organic visits. Strong in SEO research, clear structure and editing, with the ability to explain technical topics in plain language and meet weekly deadlines.

Experience

Content Writer, Kestrel Software Pvt Ltd — Jan 2024 – Present
Kolkata, India

- Wrote 6 to 8 SEO articles a month of 1,200 to 2,000 words for a project management software blog.
- Grew organic traffic on 20 refreshed posts by 65% in five months by updating structure and keywords.
- Wrote a monthly newsletter sent to 25,000 subscribers with a 31% average open rate.
- Created landing page copy for three product launches, reviewed with design and product teams.
- Edited work from two freelance writers to keep tone and quality consistent.

Content Writing Intern, Orchid Digital Studio — Jun 2023 – Dec 2023
Remote

- Wrote 40 blog posts and 100 social captions for education and travel clients.
- Learned keyword research with Google Keyword Planner and Ahrefs.

Skills

SEO writing | Keyword research | Copywriting | Editing and proofreading | WordPress | Email newsletters | Google Analytics | Ahrefs | Research | Content strategy

Education

M.A., English, University of Calcutta — 2020 – 2022
Kolkata, India | 72%

Certifications

HubSpot Content Marketing Certification, HubSpot Academy — Sep 2023

Google Analytics Certification, Google — Feb 2024