




# Imon Roy

## Content Writer

 Bangalore, Karnataka, 560075

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Versatile Content Writer proficient in researching, writing and editing diverse content. Works with minimal input to produce engaging, authoritative and error-free work. Autonomous yet communicative with 3+ years history of superior performance in in-house as well as remote environments.



### Skills

- WordPress SEO knowledge ●●●●● Excellent
- Google Analytics proficiency ●●●●● Excellent
- Research expertise ●●●●● Excellent



### Work History

- **Content Writer**

*Big Innovation Centre India, Bangalore, Karnataka*

- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Completed thorough research into assigned Technical Writing and also adept at writing creative writing topics.
- Presented new technology and drafted Blogs, Articles and other technical documents to complete packages.
- Edited content produced by senior executives, modifying text to

2020-06 -  
Current

conform to company-wide branding standards and publication guidelines.

- Developed, Promoted and Managed Social Media Content successfully along with other web development strategy by aligning with the consistent brand messaging and visual designs across all digital outlets.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic through SEO.
- Developed Email campaigns and specific marketing strategies for the company

2018-11 - 2020-06

## Content Writer

*The Pendits, Bangalore, Karnataka*

- Writing quality, evidence-based articles, blogs for wide spectrum of industries that require creative and technical writing.
- Developing organic SEO based content for web pages and social media.
- Writing SEO optimized web content to drive online traffic. - Producing well-researched content for white paper
- Responsible for editing and proofreading Case-studies and Blogs. - Periodically contributed to the content requirements of the organisation.
- Handling coordination and content management for clients

2018-01 - 2018-10

## Associate Content Writer

*WSE Games, Kolkata, West Bengal*

- Framing and building up content for the website lyvegames.com.
- Contributing through weekly Articles, Blogs and Promotional writeups for the website.
- Involved in Editing and Proofreading contents for the website.
- Develop Blogs for other ventures like Raize the Bar and Volercars.



## Education

2015-08 - 2017-03

### Bachelor of Arts: English Literature

*The University of Burdwan - Asansol*

2012-04 - 2015-03

### High School Diploma

*Mount Carmel Dhanbad - Dhanbad*

2001-04 - 2012-04

### High School Diploma

*Delhi Public School - Dhanbad*