

Ishita Banerjee

Junior Content Writer

Kolkata, West Bengal · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

English literature graduate writing blogs, newsletters and product descriptions for lifestyle and travel brands. Researches thoroughly, follows style guides closely and edits her own drafts before submission. Familiar with WordPress, Google Search Console and keyword research tools, and seeking a first full-time content writing role in a brand or media team.

SKILLS

Blog writing · SEO basics · WordPress · Keyword research · Proofreading · Newsletter copy · Style guide adherence · Google Docs

EXPERIENCE

Content Writing Intern — online travel and experiences startup, Remote

4-month internship

- Wrote 28 destination guides of around 1,500 words each, following the brand's tone and on-page SEO checklist.
- Two guides on weekend trips from Kolkata reached the first page of search results within three months of publishing.
- Proofread partner listings and flagged pricing errors before they went live on the booking site.

Student Editor — college literary magazine, Kolkata

1 year

- Selected and edited 40 student submissions for two print issues and a digital edition.
- Introduced a submission tracker in Google Sheets, cutting response time to contributors from weeks to days.

EDUCATION

BA (Hons) English Literature — central university, Kolkata

First class; dissertation on travel writing in colonial Bengal

CERTIFICATIONS AND REGISTRATIONS

- HubSpot Content Marketing certification
- Google Analytics beginner course

PROJECTS

- Personal food blog — publishes weekly reviews of neighbourhood eateries, building an email list of 600 local readers

LANGUAGES

English · Bengali · Hindi