



ANINDITA MALIK

COPYWRITER

As a copywriter, I am able to turn ideas into words and words into stories. Marketing professional with 2+ years' experience in social media management, content marketing, and branding. I bring a unique blend of creativity and strategy to the table, as well as a passion for language and a knack for spinning words into gold. My writing portfolio includes a diverse range of genres and mediums, including social media posts, persuasive sales copy, and everything in between. I'm a problem solver at heart, and I enjoy the challenge of capturing a brand's voice and communicating its message with the right words.

GET IN TOUCH!

6289576335

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PORTFOLIO

<https://bit.ly/3StY3dQ>

EDUCATION

Burdwan University (2015 – 2018)

- Bachelor of Arts in English

Jadavpur University (2018 – 2020)

- Master of Arts in Mass Communication and Journalism

SOCIAL PROFILES

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[Twitter](#)

LANGUAGE ABILITY

- English 
- Hindi 
- Bengali 

INTEREST



EXPERIENCE

01 COPYWRITER & CONTENT WRITER Glamart | 2020 – 2021

- Wrote copy for a variety of clients, including B2B and B2C campaigns.
- Collaborated with art directors to create visually stunning and effective ads.
- Conceptualized and executed social media campaigns that generated an increase in engagement.
- Crafted taglines and headlines that were both catchy and impactful, Ad script, Flyers, Hoarding, Banners, and Print Media.
- Managing and coordinating a team of 10 members.
- Assisted in the creation of sales pages and product descriptions, increasing online sales.
- Contributed to social media content development, including LinkedIn, Facebook and Instagram posts.

02 JUNIOR COPYWRITER & CONTENT WRITER My Digital Marketer | 2022 – 2023

- Worked with a diverse range of clients, from startups to established brands.
- Wrote copy for websites, brochures, email campaigns, Social Media branding, strategies, planning, Content calendar, and more.
- Write SEO-friendly product descriptions, blog posts, and landing pages for websites.

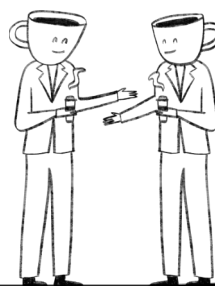




- Created compelling ad copy for digital campaigns, social media platforms, and email marketing, Content for Social Media, Campaigns, Brochures,
- Assisted senior copywriters in the creation of marketing materials, including brochures, flyers, and emails.

SKILLS

- SEO copywriting
- Brand voice development
- Ad copy creation
- Social media content writing
- Marketing collateral development
- Sales page optimization
- Content strategy
- Content Creator
- Adobe Indesign
- Project Management
- Graphic Design (Canva)



INDEPENDENT PROJECTS



01 Copywriter
Safethoo

02 Co-founder of a YouTube Channel
Aesthetic Vagabonde

03 Reporter & News producer
Hooghly Ajke (Local News Channel)

04 Pinkvilla
freelance Writer