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## SUMMARY

Versatile Content and Technical Writer known for writing memorable and compelling stories by implementing creative storytelling techniques. Well-versed in writing scripts, books, essays and speeches to meet target audience requirements. Enthusiastic professional with Almost 7 years of writing experience.

## SKILLS

- Copywriting abilities
- Market research expertise
- Marketing Tools
- SEO Copywriting and Blogging
- MS Office Suite
- Research ability
- Creativity
- Time management
- Communication skills

# Abhijit Das

## EXPERIENCE

April 2024 - February 2025

**Content Strategist Motorfloor (Indiyanet Online Pvt. Ltd.)** | Bhubaneswar

### • Content Strategy and Planning

To support Motorfloor's marketing goals, a clear content plan is important. This includes researching market trends to find new ideas and staying updated on industry changes. Using a content calendar ensures posts are shared on time and remain fresh for the audience.

### • Research and Insights

Keeping track of market trends and competitor activities helps guide better content strategies. Analyzing this information provides useful ideas and recommendations for improving Motorfloor's content and audience reach.

### • Content Creation and Management

Creating engaging blogs, social media posts, and website content is key. Working with videographers helps produce creative videos for different platforms. All content is optimized for search engines to increase online visibility and follows best practices.

### • Audience Engagement

Connecting with the Motorfloor community requires interesting and interactive content. Listening to audience feedback and analyzing engagement data helps improve content plans, making them more effective.

### • Proofreading and Editing

Careful proofreading and editing are necessary to deliver error-free content. This means checking for mistakes in grammar, spelling, and punctuation, while making the language simple and clear.

February 2021 - January 2024

**Marketing Executive Inovaare Clouds** | BHUBANESWAR, ORISSA

### • Content Creation & Marketing

Creating a wide variety of content assets such as e-books, whitepapers, podcasts, videos, and webinars is essential to support content marketing goals. Each asset is tailored to provide valuable insights and drive audience engagement. Strategic promotion across both digital and traditional channels ensures maximum reach and interaction with target audiences.

### • Research and Insights for US Healthcare Marketing Documents

Conducted in-depth research on the US healthcare sector using primary tools like surveys and expert feedback, along with secondary sources such as industry reports and competitor analysis. Developed well-researched e-books, whitepapers, and case studies tailored for healthcare professionals. Leveraged insights to create effective content strategies, identify key market trends, and improve marketing campaign results.

### • Sales Support & Stakeholder Engagement

Developing impactful case studies, presentations, and internal sales materials plays a key role in supporting the sales team and

international stakeholders. These materials are designed to effectively communicate Inovaare's value proposition, helping build stronger relationships and drive sales growth.

- **Timely Delivery of Technical Documentation**

Ensuring high-quality and timely delivery of technical documentation and customer-facing content is critical for achieving business objectives. By maintaining a focus on clarity and accuracy, this documentation enhances the overall customer experience and builds trust in the brand.

January 2018 - January 2019

**Content Development Associate Byjus | Bangalore**

- **Engaging Content Crafting:** Crafting captivating content for various platforms, online and offline, employing conversational style to captivate, convert, and retain audience interest.
- **Content Production & Marketing:** Generating a myriad of content assets, spanning, e-books, whitepapers, videos, and webinars, to bolster content marketing strategies and strategically amplify content reach and engagement across digital and traditional channels.
- **Sales Enablement & Stakeholder Engagement:** Curating persuasive case studies, presentations, and internal sales collateral to empower sales teams and global stakeholders in effectively communicating the value proposition.
- **Collaborative Resource Allocation:** Delegation of tasks to members within the graphics and advertising departments, as required, to optimize project execution and achieve desired outcomes.

June 2016 - November 2017

**Assistant Marketing Manager Karvy Financial Services Ltd. | bangalore**

- **Competitive Intelligence & Networking**  
Kept track of competitor activities by consistently networking and conducting detailed research. Stayed updated on industry trends to ensure our strategies remained competitive and relevant.
- **Strategic Marketing Development**  
Led the process of identifying, creating, and evaluating marketing strategies that align with company goals and respond to market changes. This helped ensure that marketing efforts supported business growth.
- **Quality Assurance & Proofreading**  
Managed the accuracy and quality of all marketing materials by carefully proofreading and checking for errors before distribution. Ensured that all content met high standards for clarity and professionalism.
- **Event Management & Promotion**  
Successfully organized and managed marketing events, open houses, and product displays to increase brand awareness and customer engagement. Focused on creating memorable experiences that promoted products effectively.

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## EDUCATION

2016

**MBA | Marketing & HR**

KIIT SCHOOL OF MANAGEMENT, Bhubaneswar

2014

**Bachelor of Science** | Hotel Management  
IHM, Bhubaneswar