

# ANKITA GUHA

## Content Writer

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[bloghub56.com](http://bloghub56.com)

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## SUMMARY

Experienced content writer skilled in creating and managing written content across various formats and topics. Comfortable handling high word volumes daily, following SEO guidelines, and working with both local and international clients. Familiar with content tools like SEMrush, Yoast, Google Analytics, and basic formatting tools to support engagement and performance.

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## WORK EXPERIENCE

### Content Writer, DigitilizeWeb

Present - May 2023

- Produced high-quality content across formats, blogs, website copy, social media posts, and case studies, aligned with brand voice and audience needs.
- Planned monthly content calendars based on industry research; managed guest posts, blog comments, and press releases to support backlink strategies.
- Applied SEO best practices using tools like SEMrush and Yoast, leading to a 30–40% increase in organic traffic over time.
- Collaborated with the designer to ensure all content followed the brand's tone and visual style.
- Monitored and improved content performance using Google Analytics, Hemingway Editor, and AI tools, regularly updating website content based on insights.

### Content Writer, Writeomaniacs

May 2023 - April 2022

- Wrote and edited 3,000+ words daily across diverse niches, including travel, education, nutrition, and e-commerce, with consistent quality and accuracy.
- Delivered high-performing content primarily for US-based clients, along with projects for the UK, Australia, and other international markets.
- Ensured all content met SEO best practices, improving visibility and online reach across various platforms.
- Used basic formatting and design tools to enhance content presentation and user engagement.
- Responded to feedback promptly and met tight deadlines, consistently maintaining productivity and content standards.

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## EDUCATION

<b>Master of Arts in Philosophy</b> Presidency University	June 2021 - Oct 2019
<b>Bachelor of Arts with Philosophy Honors</b> Bethune College (University of Calcutta)	May 2019 - June 2016
<b>Higher Secondary Education</b> Ushangini Balika Vidyalaya(West Bengal Board)	April 2016
<b>Secondary Education</b> Lal Bagan Balika Vidyalaya (West Bengal Board)	February 2014

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## PERSONAL INFORMATION

<b>Date of Birth</b>	24.02.1999
<b>Languages</b>	Bengali (native), English, Hindi
<b>Nationality</b>	Indian
<b>Social Media</b>	<a href="#"><u>LinkedIn</u></a>

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## ADDITIONAL INFORMATION

- **Technical Skills:** WordPress, MS Office, Semrush, ChatGPT, Yoast SEO, Google Analytics, Google Trends, Canva.
- **Content Writing Intern at StarsTell (May 2023 – August 2023):** Wrote 20 SEO-optimized 1000-word blogs to boost website visibility and user engagement.