

ADRIJA MUKHERJEE

Content Marketer

Kolkata, India

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[Portfolio Link](#)

EXPERIENCE

Mensa Minds Private Limited, Remote — Content Manager

Feb 2024 – Present

- Led a complete **LinkedIn profile revamp** for the founder to position the brand as a credible digital marketing agency
 - Owned and managed **LinkedIn and Instagram content** for both the founder and the company pages
 - Created **content strategies, calendars, and storytelling posts** focused on audience engagement and brand authority
 - Wrote **conversion-focused website copy** for multiple clients, including an Italy-based gaming company
 - Identified gaps in outreach and content funnels and proposed **lead-generation-driven content improvements**
 - Analyzed post performance and delivered **data-backed optimisation recommendations**
 - Produced **SEO blog content and conversion copy** aligned with business goals
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MyDigital.io, Remote — Freelance Writer

Oct 2024 – Dec 2025

- Edited and optimised **AI-generated SEO articles** to improve readability, keyword alignment, and brand voice
 - Proofread SaaS, marketing, and cricket-related content to ensure factual accuracy and editorial consistency
 - Applied **on-page SEO best practices**, including keyword placement, internal linking, and content structuring
 - Managed multiple freelance assignments simultaneously while meeting tight editorial deadlines
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The Influential Content, Remote — Freelance Writer

Jan 2024 – Jul 2024

- Researched and wrote blogs, articles, and website copy across diverse niches
 - Edited and revised content based on editorial feedback to meet publication standards
 - Proofread content for grammar, clarity, tone, and structural consistency
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Pepper Content Pvt. Ltd., Remote — Content Creator

Jun 2021 – Jan 2024

- Wrote **long-form articles, blog posts, and website content** for multiple clients
 - Optimised content for **SEO, readability, and audience intent**
 - Revised drafts based on client and editor feedback while maintaining high editorial quality
 - Delivered consistent output while adhering to strict quality and turnaround benchmarks
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EDUCATION

Ravindra Bharati University (RBU), West Bengal — M.A. in English Literature

2020 – 2022

University of Calcutta, West Bengal — B.A. in English Literature

2016 – 2019

PROJECTS

Founder-Led LinkedIn Personal Branding

- Built and managed end-to-end LinkedIn content strategy for agency founders
- Focused on positioning, brand voice development, and organic audience growth

SEO Blog & Website Content Projects

- Delivered SEO-optimised blogs and conversion copy for SaaS, marketing, and gaming brands
 - Improved content clarity, keyword relevance, and user engagement
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SKILLS

- Content Strategy & Editorial Planning
- LinkedIn Marketing Strategy & Personal Branding
- SEO Optimisation & Organic Growth
- Conversion Copywriting & Website Copywriting
- Brand Storytelling & Brand Voice Development

- Lead Generation & Outreach Messaging
 - Content Calendar Planning
 - UX Copywriting & Content–Design Alignment
 - A/B Testing & Content Performance Analysis
 - Proofreading, Editing & Quality Assurance
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INTERESTS

- Cricket
- Movies
- TV Shows
- Gardening