

**Shubhadeep Saha**

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## Experience

### Axis Bank Ltd, Delhi—Customer Service Officer

03/2019 - 09/2019

1. Selling bank products (CASA, demat account, credit cards, and insurance).
2. Market research for potential business growth & issues faced by clients.
3. Client handling
4. Banking operations.
5. AADHAR Supervisor

### Collegedunia (CarHP) - Automotive Content Writer

05/2023 -01/2024

1. In-depth and short reviews of new and old cars under 300-4500 words
2. 100% AI- and Plagiarism-free articles every time
3. AI Image Generation
4. Implementing on-page SEO
5. Editing articles submitted by freelancers

### Collegedekho - Educational Content Writer

Since August 2025

1. Updation and optimisation of college and course pages for accuracy, readability, and SEO compliance.
2. AI Prompt Writing as per the company requirements.
3. Building content strategies for better reach & ranking.
4. Proper keyword research (primary, secondary, and long-tail) to align content with search intent and improve organic visibility.
5. Human-tone FAQs, admission guides, and informational content to cater to AEO, the transactional and long-tail keywords that people search for most. I usually use **answer the public** for this.
6. Implementation of core on-page SEO principles, including optimised titles, meta descriptions, headers, internal links, images, and URL structures.
7. Regularly refreshing and maintaining existing pages to keep information up to date with the latest college data, fees, cutoffs, and admission timelines.
8. Collaborating in a high-pressure, target-driven environment while consistently meeting content deadlines and quality benchmarks.

### Freelance Content Writer

05/2024 - 11/2024

- High-quality SEO-optimised articles under 400-1700 words on the following subjects:
  - a. AV Industry
  - b. Real Estate
  - c. Nutrition
  - d. Technology
  - e. Healthcare
  - f. Fashion
  - g. Skincare
  - h. Herbs

## Soft Skills

1. Quick learner
2. Astute
3. Meticulous
4. Communication
5. SEO content writing, Checking Grammar, and Fixing Sentence Structures with Proper Punctuations
6. Proofreading
7. Bengali and English Transcription

## Technical Skills

1. MS Excel
2. 47 wpm
3. On-page SEO
4. Keyword Research (Google Keyword Planner, Mangools, Semrush, Ahref)
5. Google Docs
6. AEO (BASICS)
7. ChatGPT, Grok, Perplexity, Claude, Gemini

## Languages

Bengali (native), English (professional), and Hindi (spoken)

## Areas of Expertise in Content Writing

1. Automobile
2. Education
3. AV Industry
4. Real Estate
5. Nutrition
6. Technology
7. Healthcare
8. Fashion
9. Skincare
10. Herbs & Rocks
11. Current Events (Economics, Science, Geopolitics)

## Portfolio

1. [https://docs.google.com/document/d/1QpdPpsFDJ01cvdOKyXAI7uX\\_BqLsLqTzrcBsR4bWckA/edit?usp=drivesdk](https://docs.google.com/document/d/1QpdPpsFDJ01cvdOKyXAI7uX_BqLsLqTzrcBsR4bWckA/edit?usp=drivesdk)
2. [https://drive.google.com/file/d/1R1Z74jig9jRkhM8I9EjTnovxa-R6vEN/view?usp=drive\\_link](https://drive.google.com/file/d/1R1Z74jig9jRkhM8I9EjTnovxa-R6vEN/view?usp=drive_link) (dissertation)

## Hobbies

1. Journaling
2. Calligraphy
3. Photography
4. Cycling
5. Travelling

i. Minerals & Rocks

- Meta tags, SEO-optimised titles, and excerpts

### Freelance Transcriber

November 2024 - February 2025

- Transcription of 1-2 hours of Bengali & English audio clips, following a set of guidelines
- Performing **quality assurance** of transcriptions submitted by other transcribers

### Internships

#### Success Ladder Technologies PVT LTD. - Automobile Content Writer

16/11/2022 - 22/05/2023

1. USA market-centric automobile content writing
2. Conducting thorough research on clients' industry-related topics
3. Produced well-researched content for online publication
4. Developed quality content for clients' projects
5. SEO-based content
6. Published blogs on websites
7. 100% originality every time

#### Bajaj Finserv, Delhi - Sales Trainee

October 2017 - October 2017

1. Demonstrating the Galaxy application.
2. Solving customers' issues regarding Bajaj Finance.
3. Selling Bajaj Finserv EMI cards.
4. Implementing marketing strategy.

#### Raghunath Saha & Son - Authorised Dealer of Mahindra & Mahindra, Cooch Behar - Sales and Market Research Trainee

June 2018 - July 2018

1. Selling tractors and managing customer relationships
2. Making cold calls & field sales.
3. Market research for potential business growth.
4. Office Documentation.
5. Event Organising.

### Dissertation

#### MagicPin Vs Justdial

- Understanding the business.
- Complete market research.
- Clients' feedback.
- Business model.
- Finding how much advantage one has over the other.

### Education

#### Jenkins School, West Bengal (2003 - 2013)

##### (Bengali Medium)

Secondary (General Subjects): 83.62%

Higher Secondary (Science): 70.80%

#### North Bengal University, West Bengal (2013 - 2016)

B. A (English Hons.): 50%

#### NIILM CMS, Greater Noida (2017 - 2019)

PGDM (HR & Marketing): 5.60 CGPA