

Srijita Biswas

Copywriter | Content Strategist and Marketing | Ph.D. Scholar
[LinkedIn](#) | [Portfolio](#)

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PROFESSIONAL SUMMARY

Copywriter and Content Strategist with a strong foundation in English Literature, research, and audience-focused communication. I bring strategy, research, and storytelling together. I create brand and campaign copy, websites, social content, email marketing, and SEO-led communication across industries. My strength lies in understanding audiences, simplifying complex ideas, and finding the right voice and words to make communication clear, compelling, and purposeful.

PROFESSIONAL EXPERIENCE

Narrative Asia

Copywriter

May 2026 – Present

Bengaluru, Karnataka

- **Key clients:** Emami Realty, Zylog, Dell, Nature Conservation Foundation, Nature in Focus, Pinnacle Works, Srijan Realty
- **Creative Concept Development:** Branding and copywriting across websites, brand books, campaigns, social media, email, and marketing for B2B, real estate, conservation, technology, and CSR brands.
- **Zylog:** Website copy and brand book content across three B2B material-technology sub-brands, translating technical positioning into distinct brand voices.
- **Emami Realty:** Copy for a major website revamp covering seven residential projects and corporate sections, plus concept, campaign, and marketing carousel copy.
- **Nature Conservation Foundation:** Four-part email sequence, event webpage copy, and social creative for its 30th anniversary festival at Bangalore International Centre.
- **Nature inFocus:** Ongoing social copy, including research-backed myth-busting content on illegal wildlife trade, conservation-day campaigns, and profiles of grassroots Indian conservationists.
- **Pinnacle Works:** Full website copy for a corporate recognition and awards company.
- **Rambha Philanthropy Foundation:** CSR/foundation website copy.
- **Dell:** Content calendars, monthly event content, and monthly wrap-ups.
- **Narrative Asia:** LinkedIn strategy, competitive analysis of eight global branding agencies, and city-presence website copy.
- **Srijan Realty Emami Miraai:** Regional real-estate campaigns across Kolkata and Tamil Nadu, including accessible, poetic Bengali print copy.
- **Some Like It Wild:** Edited and refined video scripts to improve content flow, clarity, pacing, and audience engagement. Developed attention-grabbing hooks, strengthened storytelling structure, and crafted supporting video descriptions aligned with the content's tone, message, and target audience.
- **HRDWYR:** Privacy and Cookie Policy copy.

AIMS Institutes

Advertising and Marketing

May 2024 – Apr 2026

Bengaluru

- **Admissions and Marketing:** Led content across websites, email, WhatsApp, brochures, and landing pages for student acquisition campaigns.
- **Website Content:** Created conversion-focused web copy prioritising clarity, brand voice, UX, and engagement.
- **Advertising and Promotions:** Ensured consistent messaging across digital and offline marketing touchpoints.
- **Communication Training:** Conducted training in Soft Skills, Business Communication, presentations, email writing, and workplace readiness.
- **Content and Report Writing:** Trained students in content writing, business correspondence, email, and technical report writing.
- **Media Photography Club:** Mentored students in storytelling, content creation, campaign ideation, and creative communication.
- **Events Conferences:** Managed scripting, promotional communication, and content coordination for institutional events and international conferences.
- **Brand Communication and Promotional Copy:** Developed campaign messaging, promotional copy, headlines, and calls to action for student acquisition and brand communication.

- Created copy for school campaigns, social media posts, posters, banners, event promotions, and internal communications.
- Supported content planning and creative messaging for academic, cultural, and promotional initiatives.
- Developed engaging captions, headlines, promotional copy, and short-form content for student and parent audiences.
- Conducted Soft Skills training focused on communication, presentation, public speaking, and confidence-building.
- Guided students in Content Writing, Creative Writing, Copywriting, and storytelling through extracurricular activities.
- Supported event promotions through content creation, scripting, announcements, and audience-focused communication.
- Served as Master of Ceremonies for Annual Day and cultural events, contributing to event scripting and creative coordination.

Heaven Tours & Travels
SEO Content Writer & Web Strategist

Nov 2022 – Oct 2023

- **SEO Content Writing:** Created and optimized website copy using relevant keywords, readable content structures, metadata principles, and internal-linking strategies.
- **Web Copywriting:** Developed destination-focused website content designed to make travel information clear, engaging, informative, and action-oriented.
- **Content Optimization:** Refined web pages for stronger readability, search visibility, user experience, and alignment with digital marketing objectives.

The BigPitchr
Content Intern

Apr 2022 – May 2022

- Created health lifestyle content (nutrition, fitness, wellness) and promotional material for the HealthifyMe app.
- Translated complex health and nutrition concepts into clear, engaging, and user-friendly content tailored to diverse audiences.
- Applied SEO best practices, conducted keyword research, and optimised content to improve visibility, reach, and organic traffic.
- Leveraged content expertise to support learning materials and structured communication.

iVolunteer | Bengaluru, Karnataka
Student Intern | Content and Communication

Feb 2022 – Mar 2022

- Created and edited content focused on storytelling, communication, and audience engagement.
- Developed and refined stories for clarity, structure, tone, and overall impact.
- Participated in public speaking and storytelling activities to strengthen audience-focused communication.
- Supported content writing, proofreading, editing, and creative communication assignments.
- Built practical experience in transforming ideas into clear, engaging, and structured narratives.

Bong Tutelage | YouTube
Content Creator and Script Writer

May 2021 – Dec 2021

- Created educational video content for learners across different age groups and learning levels.
- Produced bite-sized English learning videos for young learners using simple and engaging storytelling.
- Developed long-form video content covering English Literature and related educational topics for advanced learners.
- Researched topics and created scripts structured specifically for video-based learning.
- Simplified complex literary concepts into accessible, engaging, and easy-to-understand content.
- Managed the content process from topic ideation and scripting to presentation and video-ready content.

CORE EXPERTISE

Copywriting	: Brand Copy, Campaign Copy, Headlines, Digital Copy, Website Copy, Promotional Writing, Email Copy, Business Communication
Content Strategy	: Content Planning, Audience Research, Messaging Strategy, Brand Voice, Tone Adaptation, Storytelling, Content Structuring
Digital Content	: SEO Writing, On-page SEO, Website Content, Email Marketing Content, WhatsApp Campaigns, Social and Digital Communication
Writing	: Long-form Content, Editorial Writing, Research Writing, Technical and Business Writing, Script Writing, Academic Writing
Communication	: Presentation, Public Speaking, Business Communication, Cross-cultural Communication, Training and Facilitation

EDUCATION

JAIN (Deemed-to-be University) <i>Ph.D. in English Literature</i>	2026 – Present <i>Pursuing</i>
Karnataka State Eligibility Test (KSET) <i>Qualified</i>	2025 <i>English</i>
Mount Carmel College Autonomous <i>M.A. in English Literature – 69%</i>	2021 – 2023 <i>Bengaluru</i>
University of Calcutta <i>B.A. (Honours) in English with Journalism, Mass Communication & History – 73%</i>	2018 – 2021 <i>Kolkata</i>
Taki Girls' Govt. Sponsored Multipurpose Girls' High School <i>Higher Secondary – 76%</i>	2018
Taki Girls' Govt. Sponsored Multipurpose Girls' High School <i>Secondary – 90%</i>	2016 <i>Distinction & Merit Scholarship</i>

SELECTED RESEARCH & PUBLICATIONS

Best Paper Award "Queer Nature: Ecofeminist Readings of Non-binary Survival in the Anthropocene" Scholarly Research Journal for Interdisciplinary Studies	June 2025
Mount Carmel College Autonomous	<i>National Conference</i> July 30–31, 2025
• "From the Margins to the Frontlines: Reclaiming Adivasi Women's Voices through Literature, Labor and Oral Narratives"	
Scientific and Critical Research Institute, Kolkata	<i>International Conference</i> June 28–29, 2025
• "Womb, Water, Waste: Ecofeminist Configurations of the Feminine Body in Han Kang's <i>The Vegetarian</i> "	
Don Bosco College, Bengaluru	<i>International Conference</i> June 21, 2025
• "The Watched Body: Postcolonial Surveillance and Split Identity in <i>The Reluctant Fundamentalist</i> by Mohsin Hamid" – Published in Conference Proceedings.	
Environmental Studies and Humanism	<i>International Conference – Best Paper Award</i> June 11, 2025
• "Queer Nature: Ecofeminist Readings of Non-binary Survival in the Anthropocene" – Scholarly Research Journal for Interdisciplinary Studies, SJIF 2025: 8.486, ISSN: 2278-8808.	
Multidisciplinary Conference on Digital Transformations	<i>International Conference</i> May 24, 2025
• "Gender Identity in Digital Literature: Regional and Global Narratives in Comparison"	
Christ University	<i>National Conference</i> Dec 2024
• "Illness as Power: Deconstructing Gendered and Collective Narratives through Sontag, Gilman, and Camus" – Published in Conference Proceedings.	

- **“Margaret Atwood’s The Handmaid’s Tale and Alice Walker’s The Color Purple”** – Apex 2024, ISBN: 978-81-97278-20-4.

St. Claret College*Journal Publication*

June 2024

- **“Interwoven Fates: Gender and Trauma in Toni Morrison’s Beloved”** – Published in Amicy Journal.

St. Claret College*National Conference*

May 30–31, 2024

- **“Deconstructing Patriarchy through Select Poems of Eunice de Souza and Kamala Das”** – Published in Conference Proceedings.

PROFESSIONAL AND RESEARCH DEVELOPMENT

New Frontiers in Humanities Research: Emerging Paradigms

Aug 2026

*International Program***Digital Humanities in the Age of AI: Discourse and Praxis**

Aug 2026

*International Program***Igniting Creativity: Storytelling and Content Creation for Teaching, Learning, and Life**

June 2026

*International Program***Envisioning Climate Literacy for Sustainability through Narratives and Policy Practices**

April 2026

*International Program***Literary-Cultural Theory and Vulnerability Studies UoH × UNESCO**

March 2026

*International Program***Recent Trends of Artificial Intelligence in Humanities and Social Sciences**

Aug 11–20, 2025

*National Program***Research Methodology Workshop**

May 13–15, 2025

*Ideal Institute of Academic & Research Advancement***Environmental Humanities: Recent Trends**

May 1–7, 2025

*University of Hyderabad - International Course***Research Paper Writing, Predatory Journals, Effective Presentation & AI in Research**

Apr 24–30, 2025

*Faculty Development Program***Empowering Educators: Technology, Leadership & Excellence in Higher Education**

Apr 3–8, 2025

*Faculty Development Program***Innovation and Design Thinking for Enhancing Excellence**

Nov 26–30, 2024

*International FDP***Agile Leadership and Sustainable Development Strategies in the SDG Era**

Nov 25, 2024

*International Program***Navigating the World of Knowledge: Research and Publication**

Sep 15, 2024

*Mount Carmel College***Global Summit for Career & Skill Development – GELP**

June 2, 2024

International Summit

SURVEY WORK

Women Entrepreneurship Award and Expo Survey

March 2025

*Peenya Industrial Association**Regional Survey Report & Content Submission*

ACADEMIC ACHIEVEMENTS

- **Achievers of the Year** – Times of India Group, 2017
- **Certificate of Merit** – Eastern Railway Welfare Organization, 2016
- **Certificate of Merit** – Modern Education Society, 2016
- **Student of the Year** – LIC India, 2014