

Writer. Storyteller. Poet.

Wordsmith




BASAB GHOSH


CONTENT WRITER

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 [Basab Ghosh: Link](#)

 bedtimeshortstories.com

 [Click on the link.](#)

SKILLS

- Creative Writing
- Journalism
- Proofreading and Editing
- Web Content Writing
- Feature Writing
- Time Management
- Writing
- Essay Writing
- SEO Knowledge
- Content Management
- Content Development
- Microsoft Office
- Google Docs
- SquareSpace
- WordPress
- Photo Editing

ABOUT ME

Writer, storyteller, poet (only some days, if I am being honest), a wordsmith and everything in between.

A writer cannot be an excellent writer without being an excellent editor, and an editor cannot be an excellent editor without being an excellent writer. Let that sink in.

I am a content writer with 7+ years of experience. I have worked with independent brands, contractors, organizations, and agencies. As a writer, I have worked on blogs, web content, product descriptions, online news articles, and more. I am a versatile writer, and I can tweak my writing to fit the audience's expectations. I have curated millions of words for brands and audiences in the U.S., UK, Australia, and U.A.E.

When I say versatile, I also mean that I can adapt to any niche! I have worked on SEO and marketing, affiliate marketing, fashion and lifestyle, beauty, entertainment, automobile, architecture, and construction domains among many others.

Since I am a reader, and writing is my passion, I am quick to pick on the nitty-gritty details of any niche and domain. All I need is a little bit of research. Since I read and take the content apart, it helps me embody the same essence when I write.

Apart from being an avid reader and a passionate writer, I am currently brewing a story (historical fiction, of course) at this very moment. I love learning new things and am a quick learner. I work hard and am driven to deliver quality, no matter what I do.

Adaptive, communicative, resilient, industrious, problem-solver, imaginative, focused, smart, creative, and quick learner are words that describe me well. I am pursuing my MBA degree (remote, weekend classes) because why not?! I love upskilling when I am off work.

WORK EXPERIENCE

Wing (Part-Time)

Jan. 2023 - Present

Role: Content Writer

Skills used for the role:

- Web Content Writing
- Automotive Journalism.
- SEO Content Writing
- Entertainment Journalism.
- UX/UI Writing
- E-commerce Writing
- Product Description Writing
- Blog Writing
- ChatGPT
- Research

Job Summary:

I have been a part of various projects. The latest two are, handling blogs for a UK client with many automobile-related brands, including tyre brands, fitters, garages and MOT test vendors.

I have also been a part of different teams, in the organization, to lend hands when blogs and content is required.

The latest project I am working on is for an American educational institute that works with neurodivergent children. I handle social media and blogs for the client.

HomeTop/ TopCut

Mar. 2019 - Dec.2019

Role: Contributing Technical Writer

Job Summary:

As a technical contributing writer, I worked closely with the engineers for the websites to report on the technical findings of tested products, ensuring accurate and easy-to-understand summaries for a broad audience. These consumer buying guides were researched and provided well-backed information on the technical and mechanical aspects of the products. The website has since been taken down, I still have some of the samples though.

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Sep.. 2016 - Feb. 2018

Role: Content Contributor

Job Summary:

I was one of the core members of the website. My role included searching for popular stories for the target audience and writing an original retelling of the story. For the story, I also had to find a non-copyright image. In the case of no relevant NCR image, I used NCR elements and illustrations and then used Canva to create an illustration. For a new vertical, I also critically analyzed classic poems for children and penned down the explanations.

Bizbox Publishing

Jan. 2022 - Dec.2023

Role: Content Writer

Skills used for the role:

- Creative Writing
- Copywriting
- Research
- Conceptualizing
- Editing and Proofreading
- SEO Content Writing

Job Summary:

I was a part of a three-person writing team for the marketing team here. I was responsible for creating blogs and planning content for the 4 brands. I collaborated closely with the marketing team to create compelling promos and social media content for the brands. While meeting deadlines and juggling projects, I crafted original content while maintaining SEO standards and brand tonality. I also conducted keyword research for the blogs.

Guru International Education Solutions

Mar. 2019 - Jan.2022

Role: Content Writer

Job Summary:

During my tenure here, I was responsible for writing papers on a variety of topics. My clientele was usually in from the UAE and Canada. Ensuring the copies were well-researched, fact-checked and presented in the required format were my primary KPIs.

Scribblers India

Sep. 2017 - Mar..2019

Role: Content Writer/ Editor-at-Large

Job Summary:

At Scribblers India, I was hired as a content writing intern first, then I was offered the position as a content writer, and then, finally, as Editor-at-Large. As a writer, I worked on multiple projects. I optimized the original content for the projects at hand, brainstormed ideas for content ideas, and fact-checked information as per project standards. As an editor, I handled a team of 8 to 17 members while editing copies, assigning topics, selecting writing formats for specific projects and planning content for them. I also created compelling titles and ran plagiarism checks.

SOFT SKILLS

Curious

Quick Learner

Problem Solving

Team Work

Leadership

Communication

Resourceful

Ambition

Resilient

Flexible

Dependability

EDUCATION

D. Y. Patil

2025

MBA

Marketing and Advertising

MICA

2022

Certification Course

Managing Brands and

Marketing Communication

Delhi University

2016

Bachelor of Commerce
(Honors)

Additional Information

1. I love surfing the web and learning new things. Challenging your mind is the only way to keep it sharp.
2. I love watching anime, movies, and TV shows. I just love a good story.
3. I love sports. My current favorites are Basketball and F1.
4. I write a lot, fiction and poems, when I am not working.
5. I follow the Fullmetal Alchemist quote, "To train the mind, first train the body." I work out regularly. Also, you only have one life and one body.
6. I have continued reading and still am a big fan of the sweet-smelling books and well-crafted stories.
7. My music taste is versatile, just like my interests, from classic orchestral to EDM.