

SUPROTIM GUPTA

Portfolio - callmesupro.com

My 6+ years of experience has taught me that copywriting is **MAGIC**- Making Actionable & Good Insights Count - sparking communication that drives awareness and acquires leads.

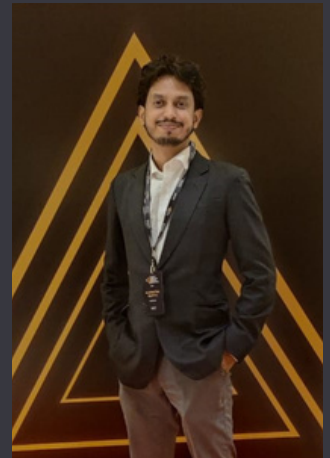
This piece of magic has helped me become a versatile copywriter for prominent B2B and B2C brands across multiple industries, with a track record of delivering exceptional results.

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MY WORK HISTORY

SENIOR COPYWRITER

SRV Media Pvt. Ltd. | Mar 2019 - Jan 2025

- Copywriting - For Performance Marketing Campaigns, Social Media Campaigns, Newsletters, Emailers, Landing Pages, etc.
- Creating strategies and social media plans, calendars
- Planning and executing campaigns
- Mentoring junior copywriters

CONTENT WRITER & SOCIAL MEDIA STRATEGIST

Dreamscape Media | Apr 2017 - Dec 2017

- Wrote for Dreamscape's blog and its LinkedIn page. Articles received good number of views and also increased website's traffic.
- Wrote copy for Dreamscape's website, the in-house app 'Teamnest', which is live on playstore and for Thakkar electricals' website.
- Took charge of ideation & posting for company's Instagram and Facebook. Instagram account has 150 followers (till my time at the company), averaging at least 50 likes on various posts.

FREELANCE WRITER

Sportskeeda | Jan 2017 - Mar 2017

- Created SEO-friendly articles, press releases, website content, and blog posts on various topics
- Created content for print collaters like brochures, pamphlets, magazines, etc.

FREELANCE CONTENT DEVELOPER

July 2016 - Nov 2016

- Created animated PowerPoint presentations derived from state textbooks for grades 1 to 10, which were subsequently converted into videos to support teachers in Palghar district schools in Maharashtra

EDUCATION

B.SC HONS (STATISTICS)

Mumbai University | 2012 - 2015

HIGHER SECONDARY SCHOOL CERTIFICATE

State Board of Maharashtra | 2012

SECONDARY SCHOOL CERTIFICATE

State Board of Maharashtra | 2010

ACHIEVEMENTS

- Won the reliable employee award for year 2021-22
- Won Best Employee of the Quarter in my cluster (Q1 2023-24)
- Lead copywriter for *Baazar Kolkata's Har Ghar Tiranga campaign* - recognized with a finalist certificate at the prestigious *Viacom's Rising Star Awards 2022 in FMCG & Retail*

LANGUAGES

English | Hindi | Bengali

STRENGTHS

- Team Player
- Motivated & Fast Learner
- Efficient in finding key insights for content/ copy pieces
- Efficient communication & interpersonal skills Experience in mentoring junior creatives
- Moderate-level experience of Canva