

Sanchita Saha

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Objective

I am a lover of all things creative. To me, nothing buzzes with as much creative energy as advertising - the art of telling stories and captivating audiences with brevity and flair. I am looking to dive deeper into the world of advertising, building on my career in the creative side of marketing with experience in blogging, copywriting, content creation, and managing social media.

Experience

The LaLiT Hotels, Palaces and Resorts, Content Developer, Copywriter — New Delhi, India — August 2016 - January 2018

- Wrote descriptive content and catchy one liners for various events, campaigns and special offers in the thirteen properties of the luxury hotel chain. My work was used for advertisements on outdoor hoardings, print media, social media, the main website and other online platforms.
- Drove new content development for the total revamp of The Lalit website
- Wrote press releases and promotional content for travel magazines, national newspapers, and other external print and online platforms
- Developed content and created campaigns for social media pages.
- Published blog posts about hotel features and special attractions on a fortnightly basis.
- Managed and did event planning for The Lalit's two flagship food trucks, which participated in city-wide food fests and other themed events.
- Curated content for in-house media, including the employee intranet.

Avanta Business Centre, Content Writer, Social Media Manager — New Delhi, India — September 2014 - July 2016

- Managed the blog and social media for a coworking and rental office space company, writing about office culture, work lifestyle, corporate real estate news, and promoting the company's various workspace locations and business center offerings.

E-Junkie, Content Writer, Blogger— New Delhi, India — February 2014 - August 2014

- Regularly published content on the blog featuring articles on various artists, small scale businesses, technology advancements, product reviews and weekly artist interviews.

Freelance Work, Content Writer, Social Media Manager — 2014-2019

- Developed website and social media content for a variety of small-to-medium sized businesses.

Education

General Assembly - Digital Marketing Certificate, Boston MA, USA — September 2019 - November 2019

Indira Gandhi Natl. Open University - MA(Hons.) in English Literature, New Delhi, India — January 2014 - December 2015

YMCA (New Delhi) - Diploma in PR, Advertisement and Marketing, New Delhi, India — August 2013 - August 2014

Delhi University - BA (Hons.) in English Literature, New Delhi, India — August 2010 - March 2013

Tools

- Microsoft Office Suite (Word, Powerpoint, Excel, Outlook)
- gSuite (gMail, Docs, Sheets, Presentations, Drive)
- Google Analytics; Facebook Pages; Instagram for Business
- Canva; Wordpress
- Windows Movie Maker; iMovie; Photoshop; Procreate
- Salesforce; Zendesk