

Nikita Bose

Content Strategist & Writer

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Profile

Writer and content strategist with 6 years of crafting stories for brands, newsrooms and products. I turn complex ideas into clear, warm writing, and build content systems that teams can keep up with.

Experience

Content Strategist

2021 — Present

Monsoon Media House, Kolkata

- Lead content for three lifestyle brands, reaching 2.5 million readers a month.
- Built an editorial calendar and style guide used by 25 freelance writers.
- Grew organic search traffic by 140% in 18 months.

Senior Copywriter

2018 — 2021

Marigold Design Co., Kolkata

- Wrote campaigns, packaging and websites for food, fashion and education brands.
- Won two regional advertising awards for a festive campaign.

Features Writer

2016 — 2018

Monsoon Media House, Kolkata

- Reported and wrote 200+ features on culture, food and city life.

Skills

Content strategy
Long-form writing
UX writing
SEO
Editing
Brand voice

Tools

WordPress
Notion
Ahrefs
Google Docs
Figma (basics)

Education

M.A., English Literature

Ganga Valley University
2014 — 2016

B.A., Journalism

St. Aldwin's College
2011 — 2014

Languages

English
Bengali
Hindi

Awards

- Regional Ad Club Silver, 2020