



B. SHUBHASH

SENIOR CONTENT &
COMMUNICATIONS MANAGER

OVERVIEW

With over 17 years of experience in content strategizing and management, I specialize in developing and executing B2B content strategies to drive engagement and meet business goals.

CONTACT



8497802670



biswas.shubhashis
h@yahoo.com



Chandapura,
Bangalore

EXPERTISE

- Content Strategy
- Content Marketing

Key Capabilities:

Strategic Content Creation: Develop content strategies based on customer insights and market analysis, to enhance relevance and engagement.


Competitor Content Analysis:

Identify competitors' top keywords & content structure, compare with own to find gaps, then create targeted content

Content Optimization: Optimize content based on search intent & KW ranking change to boost search rankings and drive engagement.



EXPERTISE

- Content Planning
 - Content Editing
 - Content Writing
 - Proof Reading
 - Email Writing
 - Copy Writing
- 

Content Strategy Adjustment:

Constantly adjust strategy to maximize performance of slow performing content & maximize impact of high performing content.

American English Expertise: Craft emailers and marketing content in a persuasive narrative (conversational) as preferred by the US audience.

Prompt Refinement: Guide writers in refining prompts to ensure content relevance and precision are achieved from the very first attempt.

WORK SCOPE

Cross-Departmental Interactions for Strategic Content Development

Engage with project managers/ business heads to understand about inquiry types, challenges, competitor strategies etc. This delivers valuable insights for developing a content strategy that effectively addresses key issues and leverages market opportunities. Based on this, I :



WORK SCOPE

White Paper

Brochures

Landing Page

Case Studies

Ebooks

Blogs

Pillar Blogs

Linkedin
Artciles

Social Media
Posts



1) Strategize/Write White Papers to:

- Demonstrate thought leadership
- Generate leads
- Align with business objectives

2) Strategize/Write Case Studies to

- Showcase success (with less info)_
- Build credibility & Trust
- Support Sales

3) Strategize for Collaterals

- Analyze competitor keywords to strategize for blog topics.
- Research for information to create infographics that stands out by sheer information depth
- Research for competitive & creative collateral/post creation

SECONDARY SKILLS

On-page Optimization

KW integration, meta tags, & content structuring to boost search rankings.

KW Research - Semrush, Keyword Planner, Ahrefs, Ubersuggest

WORK EXPERIENCE

Invensis Technologies

J.P. Nagar, Bangalore

Nov 2022- July 2024

Senior Content Manager

Flatworld Solutions

Shivaji Nagar, Bangalore

April 2014- Nov 2022

Senior Content Manager

Regalix

M.G. Road, Bangalore

Dec 2012- April 2014

Senior Content Writer

Remo Technologies

Cunnigham Road, Bangalore

March 2012- Nov 2012

Senior Content Writer

Infosys (Consultant)

Electronic City, Bangalore

May 2011- Feb 2012

Senior Content Manager

SEO EXPERTISE

Ahrefs

Semrush

Keyword Planner

Ubersuggest

OTHERS

Content
Repurpose

Target
Audience
Analysis

Demand
Generation

Paragraph text

WORK EXPERIENCE

PMG Group (DMV Market Research)

Madhapur, Hyderabad

Nov 2009- April 2011

Associate Editor

Vertical Leap Pvt Ltd

Garia, Kolkata

May 2008- Oct 2009

Senior Content Manager

Compare Infobase

Sector 5, Kolkata

March 2007- May 2008

Content Writer

LANGUAGES

English

Hindi

Bengali

Tamil

Kannada

EDUCATION

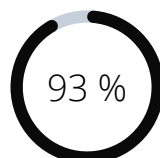
Calcutta University

Bachelor of Science

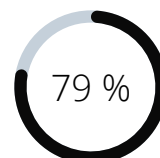
1993-1995

SKILLS SUMMARY

MS Word



Excel



Canva

