DIPANJAN DATTA

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PROFESSIONAL SUMMARY

Results-driven Content Writer with 6+ years of experience creating SEO-optimized blogs, technical content, website copy, and digital marketing assets across diverse industries. Currently pursuing a PG Diploma in Digital Marketing from MICA to strengthen expertise in SEO, content strategy, brand communication, and digital growth.

KEY SKILLS

- SEO Content Writing & Optimization
- Technical Content Writing (AI, ML, MERN, DevOps, web development, mobile app development, and several others)
- Blog & Article Writing
- Website & Landing Page Content
- Social Media Copywriting
- Guest Posting & Press Releases
- Content Editing & Proofreading

PROFESSIONAL EXPERIENCE

Content Writer | Capital Numbers Infotech Pvt. Ltd. | Mar 2025 – Feb 2026

- Created SEO/AEO/GEO-optimized technical blogs and website content on AI, Machine Learning, Node.js, React, MERN Stack, and DevOps.

- Conducted keyword research using Semrush and Google Keyword Planner to identify high-intent keywords, search trends, and content opportunities.
- Simplified complex technical topics into user-friendly content so that it gets featured in AI overviews and cited by AI models like ChatGPT and Perplexity.
- Leveraged AI tools like ChatGPT, Claude, and Perplexity to create the content structure.
- Supported brand positioning through consistent tone and content optimization.

Content Writer | Lee & Nee Softwares (Exports) Ltd. | Nov 2023 – Feb 2025

- Developed SEO-friendly blogs, articles, website content, guest posts, and press releases for international clients across 10+ industries.
- Wrote engaging social media content to improve audience reach and engagement.
- Reviewed content quality, grammar, factual accuracy, and consistency with client guidelines before delivery.

Freelance Content Writer | Self-Employed | Apr 2022 – Oct 2023

- Created SEO-friendly blogs, articles, website content, and guest posts for clients across diverse industries.
- Conducted topic research, competitor analysis, and keyword research to develop relevant, search-optimized content.
- Wrote engaging, audience-focused content aligned with client requirements, brand voice, and content objectives.

Web Content Writer | Great Champ Technologies Pvt. Ltd. | Mar 2021 – Mar 2022

- Produced on-page/off-page blogs, articles, website content, and guest posts for in-house marketing campaigns pertaining to the academic writing industry.
- Researched diverse topics and converted complex information into engaging content.
- Developed content tailored to target audiences and campaign objectives, ensuring alignment with brand messaging and SEO best practices.

Content Writer | Webguru Infosystems Pvt. Ltd. | Jan 2019 – Aug 2020

- Created SEO-optimized blogs, landing pages, website copy, and articles for global clients across multiple industries.
- Collaborated with designers, developers, and digital marketers to align content with campaign objectives and brand messaging.
- Edited and optimized content to maintain quality, consistency, grammar, and SEO best practices**.**
- Managed content updates and revisions based on client feedback, performance insights, and evolving SEO guidelines**.**

EDUCATION

PG Diploma in Digital Marketing | MICA (Online) | May 2026 – Present

MBA, Marketing Management | Sikkim Manipal University | 2016

MA, English | Visva-Bharati University | 2013

BA, English | Visva-Bharati University | 2011

CERTIFICATIONS

- *Basics of Search Engine Optimization (upGrad, 2026)*

- *Certification in ChatGPT and Prompt Engineering (upGrad, 2026)*
- *Certification in Digital Marketing (HubSpot, 2026)*
- *Certification in Content Marketing (upGrad, 2026)*
- *MS Office Certification (The British Institutes, 2018)*
- *Content Writing Training (7 Boats Academy, 2017)*

TECHNICAL TOOLS

- *ChatGPT*
- *Gemini*
- *Claude*
- *Ahrefs*
- *SEMrush*
- *Google Keyword Planner*
- *MS Word*

LANGUAGES

English | Bengali | Hindi

INTERESTS

Music | Movies | Photography | Travelling