

SRIJAYEE GHOSH

Luxury Brand Narrator | Content Strategist — Fashion, Lifestyle & E-Commerce

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PROFILE

Content strategist and brand storyteller with a journalism foundation and professional experience spanning e-commerce copywriting and AI-driven content quality at Amazon's Alexa team. Specialised in luxury brand management through Bocconi University, with an independent fashion content platform (Ivygstyles) translating trend research into visual and written narrative across Pinterest, Instagram, and Facebook. Brings precise written English, strong analytical instincts, and a deliberate professional pivot toward storytelling for heritage and contemporary luxury houses — across fashion, entertainment, and sport-led brands.

EXPERIENCE

Content Writer — Amazon (Alexa Content Team), Chennai, India *Aug 2023 – Apr 2024*

- Wrote and refined content for Amazon's Alexa platform, balancing brand voice, conversational clarity, and tone consistency across a high-traffic AI product.
- Evaluated structured and editorial content against evolving content guidelines, maintaining quality and consistency at scale across review queues.
- Performed data verification and QA on large content sets, identifying recurring error patterns and feeding insights back to product and quality teams.
- Supported language and content training initiatives, helping standardise tone and guideline interpretation across the content team.

Content Writer / Copywriter — Textmercato, Remote *Aug 2021 – Aug 2023*

- Authored and optimised digital catalogue copy and product descriptions for fashion and retail clients, adhering to brand voice and garment-attribute guidelines.
- Delivered high-volume first-draft product descriptions for Shoppers Stop's catalogue, averaging approximately 50 per working day across an 8-week engagement.
- Researched category and competitor positioning across fashion and retail verticals to inform content direction.
- Collaborated with SEO, design, and brand teams to deliver consistent copy across multiple concurrent client accounts under deadline pressure.

Founder & Content Curator — Ivygstyles (Independent Project), Kolkata, India *Jun 2024 – Present*

- Founded an independent fashion content platform — began with curated Pinterest pin boards, later expanding into Instagram and Facebook to grow audience reach.
- Researches seasonal and micro trend shifts, translating them into structured visual and written content across platforms.
- Owns the project end-to-end: trend research, writing, visual curation, and publishing cadence, run as a self-directed brand-building exercise.

EDUCATION

B.A. (Honours), Journalism & Mass Communication

Ashutosh College, University of Calcutta — 2018

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Management of Fashion and Luxury Companies — Università Commerciale Luigi Bocconi (Bocconi University) — Score: 85%
- Digital Marketing — Google Digital Garage
- The Complete Copywriting Course — Udemy
- Product Management — Professional Certificate, Coursera (In Progress)

CORE SKILLS

- Content Strategy & Brand Voice Development
- E-Commerce & Catalogue Copywriting
- Trend Research & Visual Storytelling
- Content Quality, QA & Data Verification
- Cross-Functional Collaboration (SEO, Design, Product)
- MS Excel / Google Workspace / CMS Platforms