

# SUHANA BHATTACHARYA

## About Me

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Business and Finance student at Heriot-Watt University with a creative edge and a keen interest in content strategy and digital storytelling. Published in The Teen Magazine and recognised as a Global Youth Ambassador with Theirworld, alongside experience as a staff writer for Dynonymzine. Skilled in social media management, youth advocacy, digital marketing, and graphic design.

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📍 Dubai UAE

## EDUCATION

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**THE MILLENNIUM SCHOOL ,  
DUBAI**  
Grade 12 CBSE  
**HERRIOT WATT**  
BA Business and Finance

## SKILLS

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- Content Strategy
- Copywriting & Editorial
- Social Media Management
- Digital Marketing
- Graphic Design
- Branding
- Market Research
- Financial Analysis
- Project Management
- Public Speaking

## WORK EXPERIENCE

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### **Content Writer – Kairos Edutech** **Present**

Produce original, research-driven articles and marketing copy to support educational initiatives and drive audience growth.

### **Content Strategist – Truss Me** **April 2025 – August 2025**

Developed and executed content strategies to elevate brand presence and engagement across digital platforms.

Collaborated with cross-functional teams to ensure messaging aligned with brand voice and market goals.

### **HR Intern – Prompt Equipment** **July 2024 – August 2024**

Supported end-to-end recruitment and onboarding processes.

Researched and prepared reports on employee-engagement strategies to inform HR policy improvements.

### **Marketing Intern – Trade Esquire** **July 2023 – August 2023**

Managed and analyzed social media campaigns to boost audience engagement.  
Created marketing content and optimized strategies to enhance overall brand visibility.