Suchintana Patra

SEO & Content Strategist

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SUMMARY

SEO and content strategist with 5+ years of in-house experience across animal health, B2B market research and real estate. Increased annual web traffic by 300% (2M+ visits), improved the average SERP position of technical reports from 57 to 32, and published 210+ SEO articles a month. Combines keyword and intent research, technical SEO, editorial management and AI-assisted content production, measured against leads and revenue.

EXPERIENCE

Marketing Executive, Medsurge Global

Jul 2026 – Nov 2026 · Bengaluru (hybrid)

Digital Marketing Officer, Marketing & Communications, Natural Remedies Pvt Ltd

May 2024 – Jun 2026 · Animal health & nutraceuticals, Bengaluru

- Increased annual web traffic by 300% (2M+ visits) through advanced SEO, schema markup and internal-linking optimisation.
- Authored 100+ SEO-optimised blogs, generating 20+ high-quality international leads every month.
- Optimised the YouTube channel for high-volume keywords to expand reach and discoverability.
- Tracked DAU/MAU and content performance in GA4, Google Search Console and Semrush to guide content decisions.
- Scaled social followers by 15K+ across LinkedIn, Facebook and Instagram with data-driven engagement calendars.
- Achieved 1M+ Instagram views through influencer collaborations and campaign execution.
- Grew the CEO’s LinkedIn following by 2,000 and profile impressions by 50% with a thought-leadership programme.
- Drove a 20% increase in monthly engagement with interactive formats and special campaigns such as World Vet Day.
- Streamlined video production with AI tools (ChatGPT, Gemini, Claude, InVideo, Veed.io) within brand standards.
- Secured features in Outlook India and Business World; managed a ₹10 lakh PR budget.
- Partnered with PwC to launch the company’s Sustainability Report; designed high-converting campaign landing pages.
- Launched monthly newsletters and employer-branding campaigns.

Digital Marketing Analyst, Infiniti Research Ltd

Jan 2023 – May 2024 · B2B market research

- Improved the average SERP position of technical research reports from 57 to 32 through keyword optimisation and content restructuring.
- Built an SEO strategy that boosted organic traffic and contributed to a 50% increase in qualified B2B leads.
- Directed a 10-person writing team across the editorial lifecycle and SEO optimisation of research reports.
- Generated 10 B2B leads a month through Google Ads campaigns.

- Edited and published technical research reports to consistent editorial standards and brand voice; contributed to press releases and brand-management initiatives.

SEO Content Writer, NoBroker.com
Dec 2021 – Dec 2022 · Real estate

Joined as Content Writer Intern, Sep–Nov 2021

- Contributed to ₹30 lakh in monthly revenue through high-volume SEO content and organic traffic.
- Published 210+ SEO-optimised articles a month across real-estate topics.
- Developed the content strategy that achieved 1M+ monthly organic visitors on NoBroker Forum.
- Wrote educational scripts for video; handled editing, copywriting and reviews.

Internships

31West Global Services (Jan–Feb 2021): 10 technical B2B blogs on IT outsourcing with Page-1 rankings for 15+ high-intent keywords; case studies and B2B landing-page copy.

Zila Shop (Oct–Nov 2020): Grew social from 0 to 2,500 followers; wrote taglines and product descriptions.

Gizmo Blaze (Jul–Sep 2020): 50 articles (movie, product and gadget reviews) in WordPress with Yoast.

SKILLS

Search: Technical SEO audits, Keyword research & intent mapping, SERP-feature optimisation, Schema markup, Internal linking, A/B testing

Content: SEO copywriting, Long-form content, Content pillars, Content lifecycle management, Editorial management, Ghostwriting, Scriptwriting

Brand & social: Brand positioning, Social strategy, Community management, Influencer marketing, Email marketing, PR

Analytics: GA4, Google Search Console, Semrush, Ahrefs

Publishing: WordPress, Yoast, Canva

AI tools: ChatGPT, Claude, Gemini, InVideo, Veed.io

AWARDS

Star of the Team, Natural Remedies: Reduced website bounce rate through content optimisation and UX improvements.

Employee of the Month, NoBroker.com: Optimised 250+ articles to #1 Google rankings for key queries.

EDUCATION

MA, English Literature, University of Calcutta, 2019–2021

BA, English Literature, University of Calcutta, 2016–2019