SEO & CONTENT STRATEGIST

Suchintana Patra



I turn search demand into content that ranks, converts and keeps paying off. 5+ years in-house across animal health, B2B market research and real estate.

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Bengaluru, India

300% growth in annual web traffic — Natural Remedies

2M+ annual website visits — Natural Remedies

57 → 32 average SERP position of technical reports — Infiniti Research

1M+ Instagram views from influencer campaigns — Natural Remedies

210+ SEO articles published every month — NoBroker.com

EXPERIENCE

Medsurge Global

Jul 2026 – Nov 2026

Marketing Executive · Bengaluru (hybrid)

Natural Remedies Pvt Ltd

May 2024 – Jun 2026

Digital Marketing Officer, Marketing & Communications · Animal health & nutraceuticals, Bengaluru

SEARCH & CONTENT

- 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.

SOCIAL & BRAND

- 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.

PROFILE

SEO and content strategist who runs content as a measurable system, from keyword research and technical SEO to editorial operations and AI-assisted production, judged on leads and revenue.

EXPERTISE

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

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EXPERIENCE, CONTINUED

Natural Remedies Pvt Ltd *continued*

May 2024 – Jun 2026

PR & COMMUNICATIONS

- 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.

Infiniti Research Ltd

Jan 2023 – May 2024

Digital Marketing Analyst · 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.

NoBroker.com

Dec 2021 – Dec 2022

SEO Content Writer · 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

Jul 2020 – Feb 2021

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.

TOOLS

Analytics

GA4 · Google Search Console · Semrush · Ahrefs

Publishing

WordPress · Yoast · Canva

AI

ChatGPT · Claude · Gemini · InVideo · Veed.io

RECOGNITION

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

SELECTED WRITING

Heat Stress in Poultry: Effects, Signs, Prevention, Treatment
Natural Remedies blog

Artificial Intelligence in Poultry Farming: Revolutionizing the Industry
Natural Remedies blog