



# Shreya Patro

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## GET IN CONTACT

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## PERSONAL DETAILS

- Current Location Bangalore/Bengaluru
  - Date of Birth Jan 02, 1999
  - Gender Female
  - Marital Status Single / Unmarried
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## SKILLS

- Content Writing
  - Content Analysis
  - SEO Analysis
  - On-Page Optimization
  - Project Management
  - Content Management
  - Content Editing
  - Content Strategy
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## TECHNICAL SKILLS

- MS Office Powerpoint
  - WORD
  - EXCEL
  - Team Leading Skills
  - Delivery Management
  - Delivery Leadership
  - Induction Training
  - Soft Skills Training
  - Team Handling
  - Target Achievement
  - Perform Well Under Pressure
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## LANGUAGES KNOWN

- English
- Hindi

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## EDUCATION HISTORY

### Graduation

Course	B.Tech/B.E.( Bio-Chemistry/Bio-Technology )
College	Dr. A.P.J ABDUL KALAM TECHNICAL UNIVERSITY
Year of Passing	2020

### Class XII

Board	CBSE
Medium	English
Year of Passing	2016
Grade	75-79.9%

### Class X

Board	CBSE
Medium	English
Year of Passing	2014
Grade	95-99.9%

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## WORK EXPERIENCE

Apr 2021 to Present

### Content Writer at Vedantu Innovations

content writer

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## PROJECTS

### Power Performance Of Microbial Fuel Cell Using Different Substrate, 335 Days

b.tech final year project.

### Content Gap Analysis, 4 Weeks

Project aimed to gain web traffic on low ranking seo pages, to increase the overall CTR. It helped in increased revenue generation of the organisation.

### Academic content writing, 4 Months

- Bangla

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## **COURSES & CERTIFICATIONS**

- Project Management
- Seo Operation
- UP Government Ganga Pollution Control

I created several articles specially designed for students. It involved subject matter expertise as well as students demand of easy to understand precise concepts

### **VSK, 2 Months**

The project was developed from scratch. The project was aimed for parents, teacher and kids of 2-10 years old. It involved the use of both creative and SEO expertise. It expanded the target demographic while increasing the CTR of potential business.

### **Training, 4 Weeks**

I provided training and induction to a new joiner. I provided through guidance and support throughout their initial period at the organisation.

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## **KEY RESPONSIBILITY AREA**

### **SEO content development**

Developing various types content like academic, creative as well as blog pages to increase the potential user base.

### **SEO analysis**

Analysis and enhancing the SEO parameters to increase the overall web traffic.

### **On-page optimization strategy**

Developing strategies to improve the organic traffic and web ranking.

### **Content proofreading**

Editing and proofreading the content based on language and concept expertise.

### **SEO gap-analysis and bridging**

Analysing the gap and formulating content development strategies based on the current user engagement and requirement trends.