



Shreya Patro

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

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%

WORK EXPERIENCE

Apr 2021 to Present

Content Writer at Vedantu Innovations

content writer

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

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.

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.