

**Suvechha Sarkar**  
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**Education:**

**2020-2023 Netaji Satavarsiki Mahavidyalaya, West Bengal State University, Barasat**

*Bachelor of Arts - English; Grades: 6.64 CGPA*

**2017-2019 Kalyani Public School, Barasat**

*Central Board of Secondary Education (CBSE); Grades: 89.2%*

**2015-2017 St. Stephens School, Guma, North 24 Parganas**

*Indian Certificate of Secondary Education (ICSE); Grades: 92.8%*

**Experience: 2023 (May) - Present: Moretasks Business Solutions Limited ~ *Content Executive.***

- Product Lifecycle Management: User research, Competitive analysis, Problem framing.
- Data Analysis & Visualisation: Excel, Google Search Console, Google Analytics.
- Statistical Analysis: Data-driven decision-making, Data interpretation, Statistical techniques
- Leading Team containing 3 Content Executives, 1 Copywriter, SEO Team, 1 Content Operations Manager & 1 Graphic Designer.
- Collaboration with Developers, Quality Analysts & entire Tech Team.
- Developing Campaign Strategies for the website to boost revenue.
- Developing Email Campaigns to boost sales.
- Conversion Rate Optimization activities.
- Writing content on complex medicines and medical conditions.
- Writing SEO-optimized content.
- Proofreading & Copywriting.
- Researching for legitimate sources.
- Developing & Maintaining content strategies to reach the target audience.

**2021-2022 Jaieco, Kolkata ( India ) ~ *Content Writer Head, Law & Legal.***

- Handles Content writing & editing work for the entire website and blog.
- Business Development.
- Legal Structure.
- Video Script and Blog Writing.
- Flyers and Posters for Social Media (Using Canva).

**2022 Aadox Company, Kolkata ~ *Content Writer Intern ( Remote ).***

- Writing blogs and articles on several industrial topics.
- SEO-optimized content writing.
- Technical Writing on Crypto websites.
- Promotional Articles for Gaming websites & Medical supply websites.

**2021-2022 Aashman Foundation, Haryana ~ *HR and Social Media Management Manager.***

- Review and managing of all the assignments and projects assigned to the interns.
- Acquired leadership skills while managing team members.
- Managing a total of two teams with over 300 members.
- Hiring interns via social media and other hiring platforms.

**2020 Shristi Social Welfare Association, West Bengal ~ *PR Manager, Researcher & Social Work.***

- Social Media Manager.
- Surveys for the NGO.
- Participation in COVID Awareness Programmes.
- Active participation in providing relief goods during the pandemic.
- Handling various legal-related projects.

**Technical Skills :**

- MS-Word
- MS-Excel
- MS-PowerPoint
- Creative Writing
- Report Writing
- Content Writing
- Technical Writing
- Google Analytics
- Google Search Console
- Email Campaign & Marketing
- Law and Legal
- Literary Research
- Canva
- SEO-Optimization
- Content Editing
- Content Strategy

**Languages:** English (Native), Hindi (Native), Bengali (Mother tongue), Korean (Beginner's level)

**Portfolio and Works:** [Portfolio Suvechha Sarkar](#)