

Tarannum Fatma

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Experienced healthcare SEO specialist with over three years of expertise in B2B, B2C, and D2C projects. Proficient in implementing advanced strategies to enhance brand visibility, engage target audiences, and achieve measurable outcomes. Skilled in developing tailored campaigns optimizing assets, and analyzing data to drive informed decision-making. Committed to innovation and staying abreast of industry trends.

WORK EXPERIENCE

SEO Specialist

Dec 2023 – Present

First Bit Technology – Patna, Bihar

- Trained 5 interns and 3 new team members in on-site and off-site website optimization strategy.
- Ran outreach campaigns for brand awareness and backlink acquisition through platforms like Featured (38.9% success rate), Connectively, and Forbes.
- Managed a team of 4 in launching and managing 11 healthcare and one fencing company websites, contributing to website navigation decisions, service verticals, content strategy, optimization, conversion optimization, and Social media integration.
- Automated reports on DashThis for comprehensive insights into SEO, Email, PPC, and lead generation, tracking key KPIs for portfolio brands.
- Boosted [Metro Urgent Care](#) calls by 76.7%, appointment form fills by 42.8%, and Google Business Profile calls by 31%.
- Optimized [NJ 365 Urgent Care](#) healthcare website for search rankings and lead generation across 6 office locations and providers.
- Supervised the successful development and launch of 14 clients' websites, emphasizing exceptional SEO implementation across various sectors. Collaborated with sales, vendors, and agencies to align marketing efforts with broader business.

Senior Digital Marketing Executive

Mar 2023 – Nov 2023

HealthcareDMS – Patna, Bihar

- Supervised lead generation strategies and execution for [Healthcare DMS](#), new marketing agency venture catering to Indian healthcare brands
- Optimized [FCCMG's](#) Orange County healthcare website, elevating search rankings and lead generation for 6 office locations and 14 provider pages
- Automated reports on Looker Studio for comprehensive insights into SEO, Email, PPC, and lead generation, tracking key KPIs for portfolio brands.
- Managed growth marketing and lead generation strategies for Stratosphere, achieving a 137% increase in organic website sessions and 46% YoY increase in leads.
- Led a 4-member team overseeing SEO & performance campaigns for various sectors and successfully launched 8 new client websites.

Digital Marketing Executive

Dec 2021 – Feb 2023

GMR WebTeam – Patna, Bihar

- Supervised lead generation strategies and execution, achieving 27 leads through targeted campaigns.
- Ran an email campaign targeting a competitor's clients, resulting in 12 conversions.
- Crafted 42 website analysis and marketing proposals for healthcare prospects, providing key selling points.
- Developed strategies for specific keyword ranking, social media leverage, and podcast guest opportunities.
- Boosted [Haven Medspa](#) organic website traffic by 145.64%, and mobile traffic by 130.9%, resulting in a 49% increase in form fills.
- Implemented a post-pandemic growth plan, achieving 25-30% more website leads compared to pre-pandemic levels.

SKILLS

On-page SEO, Off-Page SEO, Technical SEO, Website Audit, Email Marketing, Ghost Writing (Forbes Agency Council, Terkel, and Connectively), Content Strategy & Marketing, Analysis & Research, Go-to-market Strategy, Project Management, Strategic Thinking, Team Leadership

TOOLS

Excel, PowerPoint, Word, Microsoft Clarity, Google Analytics (UA & GA4), Ahrefs, Google Tag Manager, Semrush, Google/Bing Search Console, Screaming Frog, Sharpspring CRM, Wordpress CMS, Hubspot, Canva, Data Studio, DashThis

EDUCATION

Business Management Studies in Finance (BMS), GPA-9.45
Lords Universal College – Mumbai, Maharashtra

July 2018 - May 2021