

RUMELA SARKAR

SEO, CONTENT & DIGITAL GROWTH MANAGER

SEO | Content Strategy | Digital Publishing | Content Marketing | CRO & Experimentation

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PROFESSIONAL SUMMARY

Digital SEO, content and publishing professional with 15 years of experience working with international businesses to drive growth through search, content strategy, digital publishing and conversion-focused initiatives. I connect audience demand, search behaviour, content, UX and customer journeys to identify opportunities for visibility, engagement, conversion and revenue. Experienced in managing large-scale digital ecosystems and collaborating with product, engineering, design and commercial teams to deliver scalable, measurable growth.

CORE EXPERTISE

Content & Commercial Growth: Identify content, search and customer-journey opportunities that attract qualified audiences, strengthen commercial pages and support revenue growth

AI-Driven Research & Execution: Use AI-assisted research, opportunity discovery and scalable workflows to accelerate analysis, prioritisation and delivery

Growth & Funnel Optimisation: Analyse search, behavioural and commercial signals across acquisition, engagement and conversion to uncover revenue and growth opportunities

CRO & Experimentation: Turn customer behaviour and performance data into hypotheses, digital products, CTA improvements and experiments designed to improve conversion

Cross-Functional Growth Delivery: Translate business opportunities into executable initiatives with SEO, Product, Engineering, Design, Publishing, Affiliate Marketing and senior stakeholders

SELECTED CAREER HIGHLIGHTS

- **Created new paths to conversion:** Partnered directly with the Red Queen Marketing founder on growth campaigns, marketing experiments and developer-built digital products, including the Sauna Calculator, for SDS Sauna Australia, turning audience engagement into stronger lead and commercial opportunities
- **Turned peak demand into commercial opportunity:** Trained and led Finder's remote publishing team through major annual shopping events including Black Friday and Boxing Day, EDMs and exclusive promotions, partnering with Affiliate Marketing to capture high-intent demand and support significant sale-period business
- **Responded quickly to emerging market demand:** Helped shape Finder's rapid COVID commercial-content strategy, scaling publishing around fast-changing consumer needs and working with Affiliate Marketing to identify and promote high-demand product opportunities
- **Turned data into business action:** Combined GA4, Microsoft Clarity heatmaps, search, crawl and commercial intelligence through Finder Growth Opportunity analysis to uncover content, CRO and customer-journey opportunities and turn them into prioritised action
- **Improved commercial customer journeys at scale:** Worked with ClickOut Media's SEO Director, Product, developers and designers to strengthen iGaming conversion pathways across reviews, commercial landing pages and top lists through priority-brand placement, navigation, internal linking and site architecture, alongside large-scale migrations and AI-assisted implementation

EXPERIENCE

SEO Analyst - Growth, CRO & Product Optimisation | ClickOut Media | May 2024 - Sep 2026

- Worked closely with the SEO Director and Product leadership across multi-site portfolios including Techopedia and ValueWalk, connecting search demand, content and commercial intent to growth opportunities. Optimised high-intent commercial content including iGaming reviews, comparison/top-list experiences, priority-brand placements and conversion journeys; partnered with developers, designers, writers and Product on digital products, site architecture, internal linking and AI-assisted implementation from discovery through QA.

SEO & Content Marketing Specialist | Red Queen Marketing | Mar 2024 - Present

- Partnered directly with the founder across Australian brands including SDS Sauna Australia, Penny Granny Australia and Creative Advisor to identify and execute growth opportunities spanning SEO, CRO, research, content creation, Digital PR, social and experimentation. Worked with developers and creative partners to transform audience insights into campaigns, digital products including calculators and conversion journeys designed to generate engagement, leads and commercial opportunity.

SEO & Digital Publishing Specialist | Are Media Pty Ltd | Apr 2024 - Feb 2026

- Reported to Head Publishers and collaborated across editorial, publishing and digital teams for brands including Marie Claire, ELLE, Homes To Love, Home Beautiful and The Australian Women's Weekly. Connected search demand, content quality and customer journeys with high-intent seasonal, shopping and deals content, while supporting major annual sale-event campaigns focused on audience and commercial growth.

SEO Specialist / Content & Digital Publishing / Team Lead | Finder | Apr 2015 - Mar 2024

- Progressed from digital publishing into remote team leadership and SEO across APAC and global markets, training teams and scaling high-intent commercial publishing across large digital estates. Partnered with Affiliate Marketing, SEO, Digital PR, Publishing and senior leadership on shopping and product-led content, deals, coupons, exclusive promotions, EDMs, seasonal sale events and rapid-response commercial campaigns. Used GA4 and Microsoft Clarity heatmaps alongside search and commercial data to understand user behaviour, identify friction and inform CTA, content and conversion opportunities, while contributing to Content Foundations and digital-product initiatives that connected audience needs with engagement, conversion and new commercial opportunities.

TOOLS & PLATFORMS

Screaming Frog | Ahrefs | GA4 | Microsoft Clarity | Google Search Console | AccuRanker | Looker Studio | Yoast SEO | WordPress | Umbraco | Jira | Monday.com | Figma | Canva | ChatGPT | Gemini | Claude