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WWW: <https://pratikshinde.me/>

Skills

Digital Marketing & Growth

- SEO Strategy & Execution (On-page, Off-page, Technical, GEO/AI Search)
- Keyword Research, Topic Clustering & Content Gap Analysis
- Content Marketing: Strategy, Creation, Optimization & Distribution
- Link Building & Digital PR (Relationship-driven & Contextual)
- Paid Media Campaigns (Google Ads, Meta Ads, LinkedIn Ads)
- Conversion Rate Optimization (CRO) & Landing Page Optimization

Analytics & Automation

- Marketing Analytics & Reporting (GA4, GSC, SEMrush, Ahrefs, Looker Studio)
- Outreach & Lead Gen Automation (Lemlist, Apollo, Make.com, Zapier)
- AI-powered Content & Workflow Automation (ChatGPT, Jasper, SurferSEO, Notion AI)
- A/B Testing, Funnel Tracking & Data Visualization

Web & Platforms

- CMS Management: WordPress, Framer, Shopify, WooCommerce
- Tag Management & Tracking: Google Tag Manager, UTM Setup
- Project Management & Collaboration (Notion, ClickUp, Trello, Slack)

Email Marketing & CRM:

HubSpot, Mailchimp, ConvertKit

Certifications

Pratik Shinde

Summary

Dynamic digital marketing leader with extensive experience in SEO strategy, content marketing, and paid media campaigns. Recognized for delivering measurable results through data-driven decision-making and innovative automation techniques.

Relocation

Currently operating from India. Available to relocate immediately.

Experience

Growthbuzz Media - Founder & Full-Stack Digital Marketer

Navi Mumbai, India

09/2023 - Current

- Founded and scaled **Growthbuzz Media**, a lean digital marketing agency serving global B2B SaaS and tech brands.
- Led **SEO campaigns** that improved rankings for competitive keywords and built **350+ backlinks** across 10 international SaaS brands.
- **Automated content ops and outreach** using AI-driven systems to boost efficiency and consistency.
- Ran ROI-focused **Google & Meta Ads** campaigns generating qualified leads for local clients.
- Delivered high-performing **WordPress** and **Framer** websites optimized for speed, UX, and conversions.

TCGen - Off-Page SEO Strategist (Contract)

California, USA

07/2023 - 09/2023

- Secured **15 authoritative backlinks** to boost organic authority and visibility in a consulting-focused niche.
- **Improved rankings** for high-intent keywords like *product development consulting*, *product management consulting*, and *agile consulting*, driving qualified leads.

CloudTalk - Off-Page SEO & Partnerships Specialist (Contract)

New York, USA

05/2023 - 08/2023

- Built **27 high-quality backlinks** to key SaaS landing pages and blogs through strategic niche partnerships.
- **Improved rankings** for competitive keywords like *business phone system*, *virtual phone system*, and *IVR*, boosting overall organic visibility.

HubSpot Academy - Content Marketing, SEO, Social Media

Google Digital Academy (Skillshop) - Google Ads Search, Google Analytics, The Fundamentals of Digital Marketing

Languages

English: C1

Advanced (C1)

Arabic: A1

Beginner

Hindi: Native

Native

Education

06/2018

Bachelor Of Engineering:

Mechanical Engineering

Lokmanya Tilak College Of

Engineering

Navi Mumbai

Black & White Zebra - SEO & Link Building Specialist (Contract)

Vancouver, Canada

03/2023 - 08/2023

- Built **70+ high-authority backlinks** across seven SaaS brands through targeted, niche-relevant outreach.
- Boosted **organic visibility** and **keyword growth** across multiple competitive SaaS niches.

SmartTask - Content Marketer

Ahmedabad, India

12/2021 - 04/2023

- Scaled organic traffic from **3.7K to 20K** monthly visitors in 15 months, driving **4,600+ product sign-ups**.
- Built and executed a full-funnel **content and SEO strategy** from scratch, managing writers and optimizing content for search intent and conversions.
- Increased Domain Rating from **50 to 63** by earning **300+ high-authority backlinks** (avg. DR 68) through guest posts and partnerships with 170+ SaaS brands.
- **Led a team of three marketers**, developed scalable off-page SEO systems, improved technical SEO, and contributed to a full site revamp.

Lester Inc - Technical Content Writer & Editor

Navi Mumbai, India

09/2019 - 08/2021

- Wrote and edited technical content for **Thomasnet**, ensuring accuracy and clarity under strict deadlines.
- **Led a team of six writers**, maintaining high editorial and client standards.
- Created **SEO-optimized** company profiles and product descriptions across multiple B2B industries.