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Skills

Digital Marketing & Growth

- SEO Strategy & Execution (On-page, Off-page, Technical, GEO/LLM SEO)
- Generative Engine Optimization (AI Search: ChatGPT, Perplexity, AI Overviews)
- Organic Growth Strategy (Traffic → Leads → MQLs)
- Full-Funnel Content Strategy (TOFU, MOFU, BOFU, BOFU-focused SEO)
- Paid Media Campaigns (Google Ads, Meta Ads, LinkedIn Ads)

Content & Authority Building

- Content Marketing: Strategy, Creation, Optimization & Distribution
- Product-Led & Bottom-Funnel Content (High-intent SEO)
- Keyword Research, Topic Clustering & Content Gap Analysis
- Authority Building & Link Acquisition (Guest Posts, Digital PR, Partnerships)

Analytics, CRO & Automation

- Marketing Analytics (GA4, GSC, Ahrefs, SEMrush, Looker Studio)
- Conversion Rate Optimization (CRO) & Landing Page Optimization
- A/B Testing, Funnel Tracking & Attribution
- SEO & Outreach Automation (n8n, Make, Zapier, Apollo, Lemlist)

Pratik Shinde

Summary

Growth-focused SEO & Content Marketing Specialist with hands-on experience in driving organic traffic, MQLs, and brand visibility for AI-driven solutions. Proven track record of executing end-to-end SEO strategies, scaling high-intent content, and building automated marketing systems. Combines data-driven decision-making with AI-powered workflows to deliver measurable business outcomes.

Experience

Omdena - Content & SEO Expert

New York, USA

10/2025 - Current

- Led end-to-end **SEO content strategy** across AI topics, publishing 50+ blog articles and 48+ LinkedIn posts
- Generated **187 MQLs** through content (78 blog, 109 social)
- Built conversion funnels using UTM tracking, embedded CTAs, and landing pages
- Executed large-scale **link building & guest posting campaigns**, securing high-quality backlinks
- Developed performance dashboards (Looker Studio) to track traffic, GEO metrics, and conversions
- Drove **1,688 organic clicks**, **302 LLM sessions**, and **65K+ LinkedIn impressions**

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

AI & Systems

- AI-Powered Content Systems (ChatGPT/Claude + n8n + Google Docs)
- Programmatic SEO & Content Scaling Workflows
- Workflow Automation & Marketing Systems Design

Web, Tools & Platforms

- CMS: WordPress, Framer, Shopify, WooCommerce, Prismic
- Tracking: Google Tag Manager, UTM Strategy
- Email Marketing & CRM: HubSpot, Mailchimp, ConvertKit, Sender
- Collaboration: Notion, ClickUp, Asana, Trello, Slack

Certifications

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)

Hindi:  Native

Education

06/2018

Bachelor Of Engineering:
Mechanical Engineering
Lokmanya Tilak College Of Engineering
Navi Mumbai

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.

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.