

Ayush Das

Growth Programs & Operations Manager

CONTENT SYSTEMS · MARKETING TECHNOLOGY · AI-ENABLED GROWTH

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Nationality: Indian · Relocating to Dubai, UAE. Open to visa sponsorship.

PROFESSIONAL SUMMARY

Growth programs and operations manager with nearly seven years of experience, including five years at Headout, building the systems behind content-led growth. Currently lead cross-functional content-platform migration and central content-systems initiatives spanning **750+ domains and 25,000+ URLs**, alongside AI-enabled workflows, localisation and publishing automation. Previously managed organic growth and content operations across **16 countries** in Europe and the Nordics, driving **29% YoY growth in organic revenue**. Experienced in program delivery, process design, team leadership, marketing, SEO, and collaboration across engineering, product, and business teams.

WORK EXPERIENCE

Manager, Programs - Content Marketing — Headout

December 2025 - Present

- Owns the operating model for a company-wide content-platform migration (Prismic to Payload) spanning **750+ domains and 25,000+ URLs** across 7 to 14 languages, coordinating engineering, product, content and localisation stakeholders end to end.
- Enabled a company-wide AI content-generation workflow, cutting the time to get new products launch- and campaign-ready **from one week to two days**.
- Rebuilt the publishing pipeline around platform automation, Content AI and automated localisation: monthly output moved from a few hundred pages to a sustained **10,000+ pages/month for five consecutive months**, taking H1 output from 3,975 pages (H1 2025) to **55,072 pages (H1 2026)**.
- Audited 964 subdomains across the platform estate, nearly doubling active subdomains (**from 594 to 1,129**) and growing campaign landing pages from 10,482 to 19,500, contributing to **31% website GBV growth**.
- Mentoring and leading a team of **6 coordinators** for central programs - content marketing, alongside daily cross-functional work with engineers, product managers & AI builders.

Manager, Content Marketing — Headout

April 2025 - December 2025

- Managed a team of **7 writers** and owned organic growth and content operations across **16 countries** in Europe and the Nordics. Aligned organic content pipelines and editorial calendars with business supply and growth priorities, while adapting strategies to Google algorithm updates and evolving SERP dynamics.
- Retained first-page rankings for **24+ high-value landing pages** and executed RevOps on them, driving **35.48% average organic contribution** across the set.
- Mentored two Growth Specialists in conducting competitor and market research, and content-gap analysis across the region.

Lead, Content Marketing — Headout

February 2024 - March 2025

- Led content-marketing strategy for a 16-country CSEE, DACH and Nordics region, owning the brief-to-publish loop end to end; the region delivered **29% YoY organic growth** and **\$3.69M in organic contribution** in H1 2025.
- Ran SEO audits across **750+ domains** and partnered with engineering on the Prismic-to-Payload CMS migration (350+ domains, 12,000+ pages migrated during this period), covering data migration, sanity checks and product QA.
- Guided the content team's keyword research and data-backed content optimisation, securing **first-page Google rankings for 24+ high-value product pages**.
- Managed a team of 7 writers, contributing to **\$10.96M of market revenue** driven through organic growth, with multi-channel organic delivering 21.2% of annual revenue.
- Established SOPs to monitor page positions and produce market reports for leadership.

- Senior Content Writer & Marketing Associate — Headout

2023 - 2024
- Content Writer

2021 - 2022

 - Built & scaled a high-performing content team from 3 to 55+ members by hiring & mentoring writers and pod leads in a span of 2 years. Spearheaded the formation of a market pod to drive organic revenue across 16 countries, contributing to a **29% YoY organic growth**.
 - Conducted in-depth market research to **establish category leadership** across four global verticals - Airport Transfers, City Cards, Ferry Transfers & Train Passes - by **identifying expansion opportunities**.
 - Developed AI-enhanced content templates through **prompt engineering with GPT & Frase**, enabling **scaling of landing pages** across multiple markets for increased topical authority.
 - Authored 1,200+ high-value evergreen content pieces** to enhance brand presence, support key campaigns, and drive 12% of annual organic revenue.
- Content Writer — ZB Ventures · E-commerce

2020 - 2021

 - Managed **social media strategy** and content calendars for multiple e-commerce brands, producing **Instagram and Facebook posts, stories, & reels**.
 - Produced structured **product packaging content and wireframes**; optimised Amazon (USA) listings for discoverability and sales performance.
- Internships & Freelance

2019 - 2020

 - ED Times · Moxtain · Travel Lens · Flurosis Communication

CORE COMPETENCIES

Program & Operations

- Cross-pod prioritisation & resourcing
- Operating-model design
- Stakeholder alignment
- Leadership reporting
- People management & mentoring

SEO & Growth

- On-page & technical SEO
- AEO
- Keyword research & content-gap analysis
- Ranking recovery & defence
- Localisation
- RevOps
- Web analytics & data analysis

MarTech & Product

- CMS/content-platform migration
- Content modelling & taxonomy
- AI-assisted content pipelines
- Workflow automation
- Product QA

Content Marketing

- Editorial systems & workflow design
- Writer-team building & management
- Content strategy & commissioning
- Competitor research
- Content writing & copywriting
- Social media marketing

TOOLS & TECHNOLOGIES

- Web Analytics & SEO:** Google Search Console, Google Keyword Planner, Ahrefs, Semrush, Screaming Frog, Botify, Surfer SEO, Profound, Frase
- Analytics & BI:** Looker Studio, Mixpanel, Omni, GA4
- CMS & CRM:** WordPress, Prismic, Payload, Zendesk, Trello
- AI Pipelines & Automation:** VectorShift, n8n, Google Apps Script
- Building & Prototyping:** Claude Code, Codex, Antigravity, Replit, Lovable
- Design & Spec:** Figma, Balsamiq, Adobe Photoshop, Adobe Illustrator, Canva, Claude Design

CREDENTIALS

Completed the [AI Generalist Accelerator Program](#) (Outskill, 14-day Generative AI Sprint) and an NSDC-certified course in Artificial Intelligence Applications for Business Leaders. Skills applied: prompt engineering, workflow automation (n8n), no-code product development, voice agent orchestration, MCP integration & deployment, and multimodal AI & cloning.

EDUCATION

- Master of Arts, English, West Bengal State University (2017 – 2019)
- Bachelor of Arts, English (Hons.), Acharya Jagadish Chandra Bose College (2014 – 2017)