

Ayush Das

Product Owner, Platforms & AI Products

PLATFORM OWNERSHIP · AI PRODUCT BUILDING · SEO & AI SEARCH

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Open to Relocation

PROFESSIONAL SUMMARY

Product Owner, Platforms & AI Products with **7 years of experience** in growth and content marketing, including 5+ years at Headout, a global travel and experiences platform. **Programs Manager & Product owner** of Payload, Headout's main user-acquisition platform: websites on it drive **90%+ of company GBV**. Product owner of Template Builder, whose **214 template types** cover **151,196 pages**. Defines the product logic those websites run on. Delivered the Prismic to Payload migration across **750+ domains and 25,000+ URLs** with **zero ranking loss**. Finds product content gaps through customer surveys, reviews and feedback calls. Product owner of Headstart, an AI tool that helps travel creators build guides. Builds AI tools that teams use: SEO Deck serves **17 Leads and growth specialists**, and IRIS, a Slack agent, cut content-fix resolution from **10 days to 24 hours**. **Moved 14 of 20** landing pages from **page 2 to page 1** and created systems that enabled **55,072 pages** to ship in H1 2026. Executes an **AEO & GEO** strategy to get Headout cited in AI answers.

SELECTED PROJECTS · ayush-das.com/projects

Living In: compares Dubai and Bangalore rental homes by monthly commute hours (Next.js, Supabase, TomTom routing).

Salik Optimizer: Dubai toll-cost calculator with deterministic fee logic (React, Supabase, Mapbox).

SEO Deck: extension for on-page audits and Search Console data. Used by **17 Leads and growth specialists**.

IRIS: Slack agent built at Headout's hackathon, cutting content-fix resolution from **10 days to 24 hours**.

Layover | DXB Exit Planner: DXB layover planner for visa and transit eligibility, live traffic and weather.

WORK EXPERIENCE

Manager, Programs - Content Marketing | Headout

January 2026 - Present

- **Programs Manager & Product owner** of Headout's CMS, Payload, platform for major user-acquisition websites and microbrands that drive **90%+ of Headout GBV**. Builds logic on existing APIs, identifies requirements and coordinates with Product and Discovery on landing-page setup, website management and page scaling. Owns product decisions on landing-page setup across **5 geo-location levels and 6 entity types** of Headout supply, and pre-launch product QA. Improved the CMS for writers, cutting manual content upload time for a 2,000-word article from **1 hour to 10 minutes**.
- Product owner of **Template Builder**, Payload's page-template system. **214 unique template types** cover page types and categories, built from combinations of blocks and product cards. **151,196 pages** use a template across all languages. Templates are the groundwork for faster publishing, automation and Content AI.
- Ships new features and maintains **25,000+ URLs and 2,200+ subdomains** with Engineering and Product. Partners with Design on content-block and product-card design, and Data on CMS data pulls, page-movement monitoring, dashboards. Works daily with AI builders, Head of SEO to tie decisions to business priorities.
- Owns delivery of the Prismic to Payload migration across **750+ domains and 25,000+ URLs** in 7-14 languages, from requirements and categorisation architecture to QA and launch. Planned the migration roadmap so critical domains moved before the Prismic contract ends in December 2026, **avoiding ~€50,000 in extra CMS costs** and domain-loss risk. Delivered with **zero ranking loss** and **19.3% localisation GBV growth**.
- Product owner of Headout's **City table**, a content lake that automates content population and updates across **26 travel guide topics and silos** and month-on-month pages for **90 unique cities**. Defined page-architecture categorisation for product landing pages, supporting shoulder pages and travel guide pages across Headout.
- Product owner for **Headstart**, an AI tool that helps travel creators build guides, built with Headout's Chief Growth Officer and Head of Applied AI. Built the initial shortlist of **20 creators** and owns pipeline QA, prompt engineering and creator-data quality. In GTM phase, surveying the 20 shortlisted creators for feedback. **450+ guides** across **225+ destinations** from **122 creators'** data.
- Rebuilt the publishing pipeline around automation, Content AI and automated localisation, taking H1 output from 3,975 pages (H1 2025) to **55,072 pages (H1 2026)** and cutting new-product launch readiness **from one week to two days**. Mentors **6 coordinators** across regional markets.

Manager, Content Marketing | Headout

April 2025 - December 2025

- Defended first-page rankings and led revenue optimisation on **24+ of the top 30 GBV-driving pages** in a 16-country market. Ran customer surveys and analysed reviews, chats and feedback calls to find product content gaps, then updated marketing material and page content, driving **35.48% average organic contribution**.
- Worked with Growth and Business teams on marketing strategy, contributing to **\$51.72M in annual revenue**, with **21.2%** driven by multi-channel organic marketing.

Lead, Content Marketing | Headout

February 2024 - March 2025

- Managed the Prismic to Payload migration with engineering and product across **350+ domains**: SEO audits, data migration, product QA and categorisation logic for **12,000+ pages** worth **\$312M in annual GBV**.
- Recovered a high-value collection page from position 3.8 to **1.3 within a month** after a supply-partner keyword ban (alternate keywords, URL redirects, backlink-anchor updates), protecting **\$125.68K/month in collection value**.
- **Managed a team of 7 writers** across a 16-country CSEE, DACH and Nordics region, delivering **29% YoY organic growth** and **\$3.69M in organic contribution** (H1 2025).

Senior Content Writer & Marketing Associate | Headout

2023 - 2024

Content Writer | Headout

2021 - 2022

- Built and scaled a content team from 3 to 55+ members in 2 years by hiring and mentoring writers and pod leads. Led the formation of a market pod driving organic revenue across 16 countries.
- Ran market research to establish category leadership across four global verticals (Airport Transfers, City Cards, Ferry Transfers & Train Passes) and identified expansion opportunities.

Content Writer | 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

SKILLS

Product & Platform

Platform ownership Roadmap & migration planning
Requirements & product QA
Categorisation & page-type logic Cross-functional delivery

AI Building

AI coding tools Workflow automation
Prompt engineering & Content AI AI agents & MCP

SEO & AI Search

On-page & technical SEO Templated pages at scale
AEO & GEO Keyword research & content-gap analysis
Ranking recovery & defence Localisation

Data & Reporting

Dashboards & BI Performance reporting to leadership
Trend & anomaly analysis Advanced MS Excel
Survey & feedback analysis

TOOLS & TECHNOLOGIES

Product & Delivery: Payload, Prismic, Jira, Trello, Zendesk, Figma, Balsamiq, Claude Design

AI Building & Prototyping: Claude, ChatGPT, Claude Code, Codex, Antigravity, Replit, Lovable, Next.js, Supabase, Vercel, VectorShift, n8n, Google Apps Script

Search & SEO: Search Console, Keyword Planner, Ahrefs, Semrush, Screaming Frog, Botify, Profound, Frase

Analytics & BI: Looker Studio, Mixpanel, Omni, Advanced MS Excel, Google Sheets

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)