

Ayush Das

SEO and Organic Growth Manager

TECHNICAL SEO · CONTENT STRATEGY · ORGANIC REVENUE

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Open to Relocation

PROFESSIONAL SUMMARY

SEO and Organic Growth Manager with **7 years of experience** in growth and content marketing, including 5+ years at Headout, a global travel and experiences platform. Moved **14 of 20** high-value landing pages from page 2 to page 1, and recovered a collection page from position **3.8 to 1.3** within a month after a supply-partner keyword ban, protecting **\$125.68K/month** in collection value. Ran RevOps interventions across **24+ of the top 30** GBV-driving pages in a 16-country market, and partnered with Growth and Business teams on **\$51.72M** in annual revenue, with **21.2%** from organic. Runs audits, keyword research and on-page and off-page SEO across **750+ domains**, with SOPs for post-publish rank tracking. Executes an **AEO & GEO** strategy built on branded content and brand pages to get Headout cited in AI answers.

WORK EXPERIENCE

Manager, Content Marketing | Headout

April 2025 - Present

- Owned organic growth and content operations across **16 countries** in Europe and the Nordics: keyword research, on-page and off-page SEO, competitor and rank analysis, and SEO content and pipeline planning, adapting strategy to Google algorithm updates and SERP dynamics, while **managing a team of 7 writers**.
- Ran RevOps interventions across **24+ of the top 30 GBV-driving pages** in a single 16-country market, protecting first-page rankings and driving **35.48% average organic contribution** across that set.
- Moved 14 of 20** high-value landing pages from **page 2 to page 1** within 8 months, lifting their organic share from under 8% to **above Headout's 20% organic revenue company benchmark**.
- Collaborated with Growth & Business teams to align organic & paid marketing strategies, contributing to **\$51.72M in annual revenue**, with **21.2%** driven by multi-channel organic marketing.
- 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**.
- 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, with **zero ranking loss** and a **19.3% GBV gain from localisation** alone.
- Built and runs the marketing analytics stack behind the programme (Google Search Console, Ahrefs, Screaming Frog, Mixpanel, Omni, Looker Studio, Google Ads Keyword Planner, Google Trends), tracking **weekly position and organic GBV changes across the top 250 landing pages** on Headout's market channels, with threshold-crossing moves flagged for deeper analysis.
- Mentoring and leading a team of **6 coordinators** for central programs - content marketing, alongside daily cross-functional work with engineers, product managers & AI builders.

Lead, Content Marketing | Headout

February 2024 - March 2025

- 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), within **\$10.96M in market revenue**.
- 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.
- Rebuilt rankings after a supply-partner keyword ban dropped a high-value collection page from position 1.1 to 3.8 overnight, recovering to **1.3 within a month** via an alternate-keyword strategy, URL redirects and backlink-anchor updates, protecting **\$125.68K/month in collection value** (\$34.86K/month organic).
- Guided the content team's keyword research and data-backed content optimisation, securing **first-page Google rankings for 24+ high-value product pages**.
- Established SOPs enabling market leads to monitor the **top 30 pages per market** plus **15 quarterly Focus landing pages**, and produced market reports on page-position movement for leadership.

Senior Content Writer & Marketing Associate | Headout

2023 - 2024

Content Writer | Headout

2021 - 2022

- 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**.
- **Authored 1,200+ high-value evergreen content pieces** to build brand presence, support key campaigns, and drive 12% of annual organic revenue.
- 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.

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

SEO & Growth

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

Program & Operations

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

Content Marketing

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

MarTech & Product

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

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

SELECTED PROJECTS AND CASE STUDIES

SEO Deck: Chrome extension combining on-page audits, Search Console data and AI-search checks in one popup.

Keyword Ban Recovery: recovered a collection page from position 3.8 to 1.3 **within 32 days** after a keyword ban.

Dotted Rank to Page 1: took a tickets page with **5,400 monthly searches** from no visibility to page 1 in five months.

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)