

ADITHYAN RAVIKUMAR

SEO & Organic Growth Manager

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SUMMARY

SEO Manager with 7.5 years building and scaling product-led, technical SEO for high-traffic B2C/B2B products across APAC (SEA), India, Canada, and the US. Proven in 0→1 SEO: defining roadmaps, building playbooks/processes, and partnering with engineering/design/content to make SEO a core engine of growth. Hands-on across Product management, technical, on-page, and off-page SEO and GEO/AEO. Experienced in YMYL domains, international SEO & Local SEO.

NOTABLE ACHIEVEMENTS

- **AI & GEO Innovation:** Spearheaded AI/LLM-enabled content workflows, integrating GEO/AEO tactics to capture visibility in AI-powered search results.
- Re-architected **site structure & internal linking** for marketplaces; **+18% search visibility in 3 months**.
- **Technical SEO & CWV:** partnered with engineering to improve Core Web Vitals, crawlability, and indexation, lifting engagement and rankings.
- Navigated a Google update to recover traffic while improving conversion rate.
- Spearheaded launch of a stock market discovery feature, bringing **1,000+ keywords to Page 1** and 10K+ organic visits in the first month.
- **Team Leadership & Mentorship:** Managed and coached a team of 6 SEO specialists, establishing QA protocols and standardized workflows that increased brand visibility.
- Earned **high-authority backlinks (DA 90+)** incl. Forbes, Wikipedia, Apple.com, DailyMail.
- Improved a transactional cluster from **avg. pos. 8.3 → 1.6 in 6 months**; scaled a site from **300K → 400K monthly visits** in 5 months.

PROFESSIONAL EXPERIENCE

99 GROUP, Singapore | Senior SEO Specialist/SEO Product Manager

Aug 2022–Jan 2026

- Drove **regional SEO strategy** for real-estate marketplaces across **Singapore & SEA**, tailoring plans to market intent, competition, and user behavior.
- Led cross-functional execution (engineering, content, design, analytics); authored PRDs and prioritized a growth roadmap tied to **traffic, rankings, and conversion KPIs**.
- Ran **technical SEO audits** (crawl/indexation, site architecture, internal linking); delivered **+18%** visibility in 3 months.
- Partnered with engineering to improve **speed, Core Web Vitals, and mobile-first** experiences.
- Built **localized keyword strategies** across funnels; launched SEO-led content programs with continuous measurement and iteration.
- **Coordinated external vendors/partners** for content and research.
- Contributed to **M&A discovery** across SEA by assessing SEO potential of target properties.
- Collaborated on **structured data and schema** requirements for rich results and improved AI interpretability.
- **GEO/AEO Expertise:** Utilized AI/LLM-enabled systems for content creation workflows and iteration.

CLEAR (formerly ClearTax) | SEO Specialist

Jun 2021–Aug 2022

- Handled SEO product strategy for a **fintech website (YMYL)**, improving visibility and engagement.
- Researched and mapped keywords to content aligned with user needs and regulatory-sensitive topics; optimized on-page elements for **E-E-A-T and search intent**.
- Conceived growth campaigns and content strategies to improve search rankings and acquisition.
- Led **ASO initiatives**, increasing App Store/Play Store visits by 126% QoQ.
- Led International SEO expansion for Middle East markets; executed localized keyword research, landing page creation, and content marketing, including technical hreflang implementation.
- Aligned product, engineering, design, and marketing teams around SEO growth priorities, execution.
- Analyzed SEO trends, performance, and conversion data to inform decisions and executive reporting.

TECHWYSE INTERNET MARKETING | SEO Specialist/SEO Lead/Brand Strategist

Jul 2018–May 2021

- Managed off-page SEO strategies for 50+ SMBs across the US and Canada.
- Ideated and executed internal SEO initiatives, increasing brand visibility by 25% in 6 months.
- Conducted comprehensive SEO audits using leading tools to uncover technical and content opportunities.
- Drove SEO product management with India and Canada teams to address client needs and ensure smooth execution.
- Built SEO analytics dashboards to track KPIs and identify high-impact optimization opportunities.
- Led a team of 6 SEO specialists; coached on execution quality and client outcomes.

SKILLS

Technical SEO Expertise: Site architecture, crawl budget, indexability, Core Web Vitals, schema, AEO/GEO

Content-Led Growth: keyword research, Search-intent mapping, funnel-based content, and conversion-oriented content frameworks, E-E-A-T in YMYL

Off-Page/Authority: digital PR & high-quality link acquisition, authority growth planning, link risk assessment & disavow (when required), monitoring link velocity.

Strategy & Scale: 0→1 SEO function setup, roadmap ownership, KPI/forecasting, product management, experimentation cadence, analytics & executive reporting.

International SEO: market research, localization, hreflang governance, multi-market playbooks (APAC/SEA).

SEO Leadership & Strategy: End-to-end ownership of SEO roadmaps, growth OKRs, and team leadership

Fintech & TradFi SEO: Equity, personal finance, and transactional keyword dominance

TOOLS & TECHNIQUES

Google Analytics (GA4), Google Search Console, Google Tag Manager, Looker Studio, SEMrush, Ahrefs, Screaming Frog, WordPress, AppTweak, SEOmonitor, Rank Math, Yoast, Google Sheets/Excel, HTML

EDUCATION

MBA in Business Analytics, BITS Pilani (WILP), Pilani, India - Pursuing

BTech: Electronics & Communications Engineering, Cochin University of Science & Technology (CUSAT), Cochin, India - 2018 (First Class)