

# Surya Ranjan Pandita

## Organic Growth | Content Marketing | SEO | Analytics

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In my 5+ years of experience, I have helped SaaS and product organizations in the areas of SEO, content and organic growth marketing to improve their lead generation, pipeline, search results and rankings.

## Professional Experience

### Mindtickle | SEO & Web Experience Analyst

(July 2022 - present )

- Leading all the organic and SEO activities for Mindtickle
- Creating the SEO, link building and content calendar for the year
- Delivering a set number of lead targets
- Building the pipeline through organic channels
- Working on personalization experiences through chatbot and A/B testing
- Increasing the overall organic traffic
- Increasing the number of keyword rankings in the top 10/20 positions

### Achievements:

- 183 % of overall Traffic growth and approx 90% Organic traffic growth in FY24 vs FY23.
- 105 % of overall Traffic growth in the US and approximately 82% Organic traffic growth in FY24 vs FY23.
- 1300 % Growth in Keyword Ranks in the last 18 months. 22 of them are in the Top 20 Ranks in the last 18 months
- 21% growth in the direct pipeline through organic channels
- 79% overall growth in the number of leads generated

## Professional Qualifications

### Vishwakarma Govt. Eng. College, Ahmedabad | 7.1 CGPA

Attended colleges (2019)

### Kendriya Vidyalaya, Delhi | Science - 89%

Attended school (2015)

## Tech Stack

- Salesforce
- Marketo
- Qualified - Chatbot
- Mutiny - A/B testing
- Google Search Console, and Google Analytics
- Ahrefs, Semrush
- Optinmonster, Convertpro
- HTML, CSS, WordPress,
- Hubspot
- Snovio, Hunter, Mailchimp, Hootsuite
- Demandbase

# Professional Experience

## **Saleshandy | Senior Digital Marketer**

(August 2021 – July 2022)

- Taking care of the On-Page and Off-page
- SEO optimization. Writing editing and proof
- reading blogs
- Increasing the conversion rates of the blog via exit popups and technical
- optimization

## **SocialPilot | Digital Marketer**

(Feb 2020 – Feb 2021)

- Taking care of the On-Page and Off-page
- SEO optimization
- Handling collaborations, outreaches, guest
- blogging, and website optimization.

## **Acquire | Digital Marketer**

(March – August 2021)

- Collaborating with SaaS brands through
- relationship-based link building
- Ranking the product pages like live chat,
- chatbot, co-browse and video chat

## **Amnex | Marketing Executive**

(June 2019 – Feb 2020)

- Taking care of the Collaborations,
- Outreaches, Guest Blogging, and Website
- Optimization.
- Email marketing and event marketing