

RAKESH RANJAN SAMANTARAY

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Professional Summary

Fractional Organic Growth Leader and GEO strategist with 13+ years of experience building pipeline engines for \$10M-\$50M ARR B2B SaaS and technology companies. Expert in replacing paid-ad dependency with sustainable, compounding organic revenue systems through technical SEO, Generative Engine Optimization, high-intent content, and RevOps attribution.

Core Competencies

- Fractional SEO Leadership & Strategy
- Generative Engine Optimization (GEO) & AI-Search Readiness
- Technical SEO Architecture & Migrations
- Organic Pipeline Strategy (PLG & B2B)
- RevOps, Attribution & Executive Reporting
- SaaS Content Systems & Topic Clusters
- Conversion Rate Optimization (CRO)

Professional Experience

Dotcom-Monitor & Dotcom-Tools | Head of SEO | Nov 2024 – Present

- Architected global organic growth strategy, modernizing legacy infrastructure for AI-search visibility.
- Deployed LLM Citation Framework, achieving a 40% increase in featured snippet/AI-overview placements.
- Led programmatic page overhaul, improving Core Web Vitals and technical performance by 20%.
- Reduced regional Customer Acquisition Cost (CAC) by 25% by shifting to high-intent documentation assets.

Voxco Insights Platform | Global SEO Lead | May 2022 – October 2024

- Transformed organic search into the primary inbound acquisition channel, contributing 80%+ of pipeline.
- Implemented Autonomous Organic Growth Engine, driving a 320% traffic surge across global markets.
- Increased international Marketing Qualified Leads (MQLs) by 150% via localized, bottom-of-funnel strategies.
- Retained 99%+ of organic traffic and authority during complex M&A technical migrations.
- Connected SEO data to RevOps and board-level reporting to improve attribution accuracy.

MultiTV Tech Solutions | Digital Marketing Manager | Aug 2021 – March 2022

- Shortened average B2B sales cycles by 15% through buyer-journey optimization and CRO.
- Improved qualified lead quality by 30% by aligning SEO initiatives with high-intent segments.
- Integrated A/B testing and funnel analysis to boost campaign efficiency.

Muvi | Senior SEO & Growth Strategist | Oct 2018 – July 2021

- Architected Product-Led Growth (PLG) SEO across 8 distinct SaaS products.
- Delivered a 200% uplift in MQL-to-SQL conversion rates via technical documentation optimization.
- Designed Zero-to-One SEO foundational systems, including schema and architecture, prior to scaling.

Prior Experience

- **Digital Marketing Manager**, Fedobe Solutions | 2017 – 2018
- **Senior Content Marketer**, Phalanx Infotech | 2015 – 2017
- **Digital Marketer**, Think Tank Solutions | 2012 – 2015

Education

- **Bachelor of Computer Applications (BCA)**, I.K. Gujral Punjab Technical University, India
- **Certifications:** Generative AI Foundations (UpGrad & Microsoft), HIPAA Security & Privacy, Cybersecurity Fundamentals