

RAKESH RANJAN SAMANTARAY

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Professional Summary

Strategic Growth leader with 13+ years of expertise building scalable acquisition engines for B2B SaaS companies scaling from \$10M-\$50M ARR. Proven success in transitioning organizations from paid-ad dependency to compounding organic revenue through technical SEO, Product-Led Growth (PLG), and RevOps Integration. Expert in driving international expansion, generating 80%+ of inbound pipeline, and pioneering Generative Engine Optimization (GEO) to ensure LLM Visibility in the evolving search landscape.

Core Competencies

- **SEO Leadership & Strategy:** Organic Growth Strategy, Global SEO, B2B SaaS SEO, Executive Stakeholder Management, Team Mentorship.
- **Revenue & RevOps:** Organic Pipeline Generation, MQL-to-SQL Uplift, CAC Reduction, Pipeline Attribution, Inbound Lead Generation.
- **Growth Architecture:** Product-Led Growth (PLG), Bottom-of-Funnel Optimization, Conversion Rate Optimization, International SEO.
- **Technical SEO & AI Search:** Generative Engine Optimization (GEO), LLM Visibility, AI Search Readiness, Schema Architecture, JavaScript SEO, Core Web Vitals.
- **Content & Automation:** Programmatic SEO, Python/AI Automation, Migration Strategy, Technical Content Systems, A/B Testing.
- **Tools & Platforms:** GA4, Google Search Console, Ahrefs, SEMrush, Looker Studio, Python, WordPress, Headless CMS.

Professional Experience

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

- Pioneered a proprietary Generative Engine Optimization (GEO) and AI-search tech stack, increasing AI-overview placements by 40%.
- Architected high-intent SEO frameworks for technical documentation to improve LLM Visibility and organic pipeline generation.
- Spearheaded Cross-functional Engineering Alignment to modernize legacy architecture and enhance technical SEO execution.
- Engineered crawlability and indexation improvements across thousands of pages, delivering a 20% baseline performance uplift.
- Repositioned content strategy toward bottom-of-funnel conversion, reducing regional CAC by 25%.
- Integrated performance data with RevOps reporting to establish transparent pipeline attribution and executive dashboards.

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

- Engineered a full-funnel global SEO strategy, delivering a 320% international traffic surge across North America, EMEA, and APAC.
- Accelerated demand generation by driving a 150% uplift in MQLs through localized organic growth and technical SEO.
- Led complex technical SEO migrations during two major corporate acquisitions, preserving 99%+ of domain authority.
- Orchestrated Cross-functional Engineering Alignment to consolidate complex technical stacks while protecting search equity.
- Reduced paid-acquisition dependency by scaling high-converting organic topic clusters and compounding pipeline performance.
- Advanced RevOps Integration by connecting SEO outcomes to pipeline attribution and MQL-to-SQL Uplift reporting.

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

- Increased B2B lead quality by 30% by integrating conversion rate optimization with high-intent organic search strategy.
- Shortened the average sales cycle by 15% through rigorous A/B testing and buyer-journey alignment.
- Strengthened demand generation performance by aligning SEO priorities with sales-qualified lead quality.

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

- Architected Product-Led Growth (PLG) organic strategies for 8 enterprise OTT SaaS products to drive discoverability.
- Drove a 200% uplift in MQL-to-SQL conversion rates through technical documentation and conversion-focused content architecture.
- Expanded organic acquisition by building structured topic clusters and landing pages aligned to enterprise buyer intent.
- Collaborated with engineering teams to improve technical SEO foundations, search visibility, and qualified pipeline contribution.

Earlier Experience

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

Education & Certifications

- **Bachelor of Computer Applications (BCA)**, I.K. Gujral Punjab Technical University
- **Generative AI Foundations**, UpGrad & Microsoft
- **Google Analytics & Search Console Professional**
- **HIPAA Security & Privacy Training**
- **Cybersecurity Fundamentals**