

KARTHIK RAMACHANDIRAN

SEO Lead | Organic Growth Strategy | Technical SEO | AI Search Optimization

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India



EXPERIENCE

SEO Manager

Atlan Technologies Pvt Ltd

12/2022 - Present Bengaluru (Remote)

- Built and operated an AI-first content system where new pages reached top-3 organic SERP rankings within 3 days and earned citations in Google AI Overviews, ChatGPT, Perplexity, Claude, or Gemini within 8 days
- Drove organic to one-third of total company pipeline during Atlan's 7x revenue growth from Series B to Series C, with end-to-end MQL and SQL attribution unified through GA4, GSC, CRM, and Snowflake
- Diagnosed declining organic performance by isolating content decay, weak E-E-A-T signals, and misaligned funnel intent; rebuilt the content architecture around position-led, evidence-backed pages
- Scaled the content universe from 102 to 1,150 pages by engineering editorial workflows, content briefs, optimization frameworks, and quality gates that improved testing velocity and publishing consistency
- Replaced vanity dashboards with an attribution pipeline using n8n, Snowflake, Looker, and Sigma to track organic leads through MQL, SQL, and closed pipeline for leadership reporting
- Automated recurring SEO workflows including content gap analysis, internal linking audits, and weekly reporting using n8n, Claude Code, and Codex to reduce manual effort and accelerate execution

SEO Manager

AdNabu Global Inc

12/2018 - 12/2022 Bengaluru (Remote)

- Owned organic growth end-to-end across keyword research, competitive analysis, content strategy, brief creation, production, optimization, testing, and reporting for a B2B SaaS company selling ad-management and automation tools to Shopify merchants
- Grew organic traffic 25x from 500 to 12,500 monthly visits and expanded ranking keywords 4.7x from 2,100 to 9,900 over a 12-month growth push
- Built the backlink profile from 500 to 2,100 referring domains through white-hat link building, digital PR, and authority-building content that strengthened search visibility
- Optimized the Shopify App Store listing to rank for competitive terms such as Google Ads and localized keywords, improving app store discoverability and non-English market installs
- Ran SEO and content training workshops and delivered weekly and monthly performance reports to leadership, translating organic trends into funnel impact and roadmap priorities

Digital Marketing Executive

Colagefriends Pvt Ltd

08/2015 - 11/2018 Bengaluru

- Executed technical SEO audits across multiple client websites, improving crawlability, indexation, site architecture, and on-page performance for search engines
- Delivered a 530% organic traffic increase for one client through technical SEO, content restructuring, and conversion-focused landing page improvements
- Reduced bounce rate from 82% to 56% by improving page experience, information hierarchy, and UX signals that supported stronger funnel progression
- Grew client backlink profiles by 83% using white-hat outreach and content-led link acquisition strategies aligned with long-term authority building
- Prepared and presented monthly reports on goals, strategy, traffic growth, and revenue, strengthening stakeholder alignment and decision-making

SUMMARY

Organic growth strategist with 10+ years of experience across B2B SaaS, spanning data infrastructure and ecommerce-merchant tooling, blending technical SEO, content strategy, AEO, GEO, and app store optimization. At Atlan, built an AI-first system that ranks new pages top-3 in 3 days and earns LLM citations within 8 days, while driving one-third of total pipeline through organic. Experienced in funnel attribution, JavaScript-adjacent publishing workflows, leadership reporting, and scaling search programs with measurable revenue impact

SKILLS

Organic Growth

Organic growth strategy, Technical SEO, AEO, GEO, Programmatic SEO, AI-assisted production, Editorial infrastructure, E-E-A-T, Content architecture, Organic-to-revenue attribution, Site architecture, Core Web Vitals, Crawlability, Indexation audits, Schema markup, Keyword research, Competitive analysis, White-hat link building, App Store Optimization, Funnel analysis, JavaScript SEO, Leadership, Off-Page SEO

SEO & Analytics

GA4, Google Search Console, Ahrefs, SEMrush, Screaming Frog, SEO PowerSuite, Scrunch

Data & BI

Looker, Sigma, Snowflake, Google Data Studio

Automation & AI

n8n, Claude, Codex, Frase.io, Scalenut, Jasper.ai, LangChain

CMS

WordPress, Webflow, Shopify, Astro, GitHub

CRM & Ops

HubSpot, Zoho CRM, Notion, Google Workspace, Salesforce

CERTIFICATIONS

Generative AI for Marketing Professional

American Marketing Association

TRAINING / COURSES

AI SEO: Mastering Generative Engine Optimization (GEO)

SkillUp via Coursera

PROJECTS

The Uncomfortable Truths of Organic Growth

 utog.blog

Built a 12-chapter strategic framework on why the traditional SEO capture playbook broke and how B2B SaaS companies build compound organic moats in the AI-search era. Introduced the Three Games model (Capture, Compete, Compound), the Default Decision Index, and POV Density scoring, with operator playbooks and 14 interactive tools. Engineered the site on Astro and Cloudflare Workers with programmatic OG images, demonstrating hands-on development and JavaScript-adjacent publishing workflows

EDUCATION

B.E. Electronics and Communication

[Anna University](#)

 Chennai