NINAD PANDYA

SEO, Paid Ads & Web3 Marketing Strategist | 12+ Years of Experience

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Summary

I've spent over a decade helping businesses grow through SEO and paid ads. I know how to bring traffic, turn it into leads, and measure what really matters. Along the way, I've managed Google Ads, Meta campaigns, Twitter/X ads, and built SEO programs that boosted visibility and results.

Since 2017, I've worked mostly in blockchain and Web3, creating marketing funnels for communities, investors, and product adoption. Recently, my focus has expanded into AI and generative search — where the rules of marketing are changing fast.

Experience

Strategic SEO and adwords Manager | Zeebu

July 2023 – Present | Ahmedabad

- Led multi-channel performance campaigns targeting developer and investor segments, driving a 72% rise in qualified Web3 leads.

- Designed SEO strategies (technical, on-page, content-driven) across Zeebu.com and Zeebu.fi, producing a 150% surge in organic traffic and a 44% uplift in CTR.

- Partnered with product and UX teams to refine architecture, boost page load speed, and align performance with Core Web Vitals benchmarks.

- Directed Web3-focused content programs — landing pages, articles, documentation — supporting ecosystem awareness and smoother partner onboarding.

- Conducted competitive research across 20+ Web3 projects, identifying market gaps and feeding insights into differentiated GTM positioning.

- Introduced Notion frameworks to manage marketing, content, and design tasks, improving transparency and cross-team feedback loops.

SEO and Paid Marketing Lead | Panamax Inc.

April 2020 – July 2023 | Ahmedabad

- Directed SEO, SEM, and content campaigns for B2B growth, delivering 66% better keyword visibility and 80% higher conversions.

- Managed full-funnel campaigns combining Google Ads, display networks, and CRM-driven retargeting workflows.

- Performed advanced SEO audits using Screaming Frog, Ahrefs, and GA, flagging crawl/indexing issues and translating insights into dev fixes.

- Partnered with design teams to streamline landing pages, cutting bounce rates by 31% and improving conversion paths.

- Delivered detailed reporting across CTR, CPA, and traffic metrics, guiding ongoing optimization.

Senior SEO & Digital Marketing Consultant | MobifinX

Feb 2018 – April 2020 | Ahmedabad

- Ran multi-channel campaigns across organic, paid, email, and social, resulting in 45% higher conversions and 30% more traffic.

- Executed technical SEO improvements (site audits, structured data, on-page fixes), raising domain authority by 50%.

- Guided in-house teams and coordinated with external creatives to maintain unified messaging and performance consistency.

- Built content strategies with keyword-driven editorial calendars, long-form content, and blogs tailored to audience personas.

SEO Strategist | Floatbot

July 2016 – Feb 2018 | Bhavnagar

- Rolled out GTM strategies and guerrilla campaigns for a conversational AI startup, driving adoption through SEO, video, and email funnels.

- Applied technical SEO and on-page best practices across multiple domains to boost visibility and product engagement.

- Ran SEM campaigns with GA-based tracking, optimizing for lower CPA and stronger retargeting ROI.

- Built content and keyword frameworks that improved rankings for 50+ high-value search terms.

SEO Marketing Specialist | JPC Technologies

Sept 2013 – Aug 2017 | Bhavnagar

- Delivered SEO services for agency clients, including keyword research, link building, and technical fixes across WordPress and custom CMS.

- Improved rankings and domain authority through on-page optimization and off-page outreach across industries.

- Built early expertise in GA and Search Console, laying the foundation for advanced analytics and performance tracking.

Key Skills

- **SEO**: Technical SEO, On-page, Off-page, Voice Search, Generative Search (SGE-ready), Local SEO (Maps + "Near Me"), Video SEO (YouTube, TikTok, Insta)

- **SEO Tools**: SEMrush, Ahrefs, Screaming Frog, Moz, Google Search Console, Google Keyword Planner, Ubersuggest

- **Paid Ads**: Google Ads, Meta Ads, Twitter/X Ads, LinkedIn Ads, Display & Retargeting, Programmatic Ads

- **Web3 Marketing**: Community growth, Ecosystem campaigns, Token-based funnels, Airdrop & referral campaigns, Gamified retention loops

- **AI & Agentic Optimization**: AI content optimization (ChatGPT, Gemini, Perplexity), Generative Search readiness, Voice-first SEO, Snippet-friendly content, AI-driven analytics

- **Specialized SEO Services**: GEO (Generative search optimization), AEO (Answer engine optimization), SXO (Search experience optimization), EEAT alignment (Expertise, Experience, Authority, Trust), LSEO (Local SEO), VSO (Voice Search Optimization)

- **CRM & Automation**: Zoho CRM (expert), Zoho One, Salesforce (familiar), Marketing Hub, Mailchimp, HubSpot (basic), Workflow automation with Zapier, Zoho Flow, IFTTT

- **Analytics & Reporting**: GA4, Google Tag Manager, Looker Studio, Hotjar, Zoho Analytics, Microsoft Clarity, Tableau (basic reporting)

- **Content & Brand**: Content calendars, Voice-search copywriting, Brand positioning, Landing page optimization, Conversion-focused campaigns

- **Design & Collaboration Tools**: Notion, Figma, Adobe Creative Cloud (team-level), Canva, Trello, Asana, ClickUp

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Education

- MCA | MKBU, Bhavnagar | 2013

- B.Com | MJCC, Bhavnagar | 2010

Languages

- English – Proficient

- Gujarati – Native

- Hindi – Native