

Ninad Pandya

Ahmedabad, India • ninadpandya30@gmail.com • [919687626232](tel:919687626232) • <https://www.linkedin.com/in/0xninad/> • <https://www.0xninad.com/>

PROFESSIONAL SUMMARY

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

Results-driven SEO, Performance Marketing, and Web3 Growth Strategist with over 12 years of experience driving measurable business growth through organic search, paid acquisition, content strategy, and data-driven marketing. Proven expertise in building and scaling full-funnel marketing programs across SEO, Google Ads, Meta Ads, Twitter/X Ads, and conversion optimization to increase qualified traffic, lead generation, and revenue. Since 2017, I have specialized in blockchain and Web3 marketing, developing GTM strategies, community growth initiatives, investor acquisition campaigns, and product adoption programs for global SaaS and decentralized ecosystems. More recently, I have integrated Generative AI and LLM-powered workflows into SEO, content operations, market research, competitive intelligence, campaign optimization, and marketing automation, enabling faster execution, better decision-making, and scalable growth while maintaining a strong focus on measurable business outcomes.

EXPERIENCE

ZEEBU | Ahmedabad

Strategic SEO, Performance Marketing & AI Growth Manager

2023-07 – Present

- Led AI-assisted multichannel performance marketing campaigns targeting developer, enterprise, and investor audiences, driving a **72% increase in qualified Web3 leads** through integrated SEO, paid media, lifecycle marketing, and community growth initiatives.
- Designed and executed enterprise SEO strategies across **Zeebu.com** and **Zeebu.fi**, leveraging ChatGPT, Claude, Perplexity, Ahrefs, and Search Console for keyword clustering, search intent mapping, technical optimization, and content planning, resulting in **150% growth in organic traffic** and a **44% increase in CTR**.
- Partnered with Product, Engineering, and UX teams to improve website architecture, Core Web Vitals, crawl efficiency, structured data, and technical SEO performance, enhancing overall search visibility and user experience.
- Built AI-enabled content operations for landing pages, product documentation, blogs, release notes, and ecosystem content using human-reviewed LLM workflows, accelerating content production while maintaining technical accuracy and brand consistency.
- Developed AI-assisted competitive intelligence frameworks by combining Perplexity, ChatGPT, Ahrefs, and on-chain ecosystem research to analyze more than 20 Web3 competitors, identify market opportunities, and strengthen GTM positioning.
- Implemented AI-enhanced marketing operations using Notion, automation workflows, and collaborative knowledge management systems, improving campaign planning, documentation, cross-functional visibility, and execution efficiency.

PANAMAX INC | Ahmedabad

SEO, Performance Marketing & Growth Lead

2020-04 – 2023-07

- Directed integrated SEO, SEM, content marketing, and demand generation strategies for B2B SaaS products, delivering **66% improvement in keyword visibility** and **80% higher conversion rates** across organic and paid acquisition channels.

- Managed full-funnel acquisition campaigns using Google Ads, Display Network, CRM-driven remarketing, audience segmentation, and Google's AI-powered Smart Bidding to maximize lead quality and campaign ROI.
- Performed enterprise-level technical SEO audits using Screaming Frog, Ahrefs, Google Analytics, Search Console, and AI-assisted content optimization workflows to identify crawl issues, indexation bottlenecks, and technical improvements for development teams.
- Collaborated with UI/UX and product teams to optimize landing pages, improve user journeys, and increase conversion efficiency, reducing bounce rates by **31%** through continuous experimentation and CRO best practices.
- Introduced AI-assisted content ideation and copy optimization workflows during 2023 using ChatGPT alongside traditional SEO platforms to accelerate campaign production while maintaining editorial quality and search intent alignment.
- Built executive performance dashboards and automated reporting across CTR, CPA, CAC, ROAS, conversion rates, and traffic metrics, enabling data-driven marketing decisions and continuous optimization.

MOBIFINX | Ahmedabad

Senior SEO & Digital Marketing Consultant

2018-02 – 2020-04

- Managed integrated digital marketing campaigns across SEO, paid advertising, email marketing, social media, and content marketing, increasing conversions by **45%** and overall website traffic by **30%**.
- Executed comprehensive technical SEO initiatives including site architecture optimization, structured data implementation, crawl analysis, page optimization, and technical audits, improving domain authority by **50%**.
- Leveraged Google's machine learning capabilities for Smart Bidding, audience targeting, automated campaign optimization, and predictive performance insights to improve paid marketing efficiency.
- Partnered with internal marketing teams, designers, developers, and external agencies to deliver consistent messaging, optimized user journeys, and high-performing digital campaigns across multiple customer touchpoints.
- Developed data-driven content strategies using keyword research, audience intent analysis, editorial planning, long-form content, and SEO content frameworks to improve organic visibility and engagement.
- Built automated reporting processes and performance dashboards using Google Analytics, Search Console, and marketing automation platforms to streamline campaign analysis and executive reporting.

FLOATBOT | Bhavnagar

SEO Strategist

2016-07 – 2018-02

- 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

JPC TECHNOLOGIES | Bhavnagar

SEO Marketing Specialist

2013-09 – 2017-08

- 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

PROJECTS

Zeebu

09/2023 – 12/2025

Marketing Lead • <https://www.zeebu.com>

- Led global marketing strategy and execution for a blockchain-powered settlement network serving the telecom wholesale industry, driving product awareness, ecosystem growth, and enterprise adoption across international markets.
- Developed and executed AI-assisted SEO, content, and product marketing strategies using ChatGPT, Claude, Perplexity, Ahrefs, and Google Search Console, resulting in **150% growth in organic traffic** and sustained improvements in search visibility.
- Increased SERP click-through rates by **44%** through AI-supported search intent analysis, metadata optimization, content clustering, structured data implementation, and conversion-focused landing page optimization.
- Built end-to-end GTM frameworks for product launches, ecosystem partnerships, staking initiatives, token campaigns, and enterprise adoption by combining market intelligence, customer research, and AI-assisted messaging development.
- Established AI-powered competitive intelligence workflows to analyze Web3 ecosystems, benchmark competitors, identify market gaps, develop buyer personas, and optimize customer journey mapping for higher adoption.
- Collaborated with Product, Engineering, Design, and Growth teams to strengthen product positioning, improve onboarding experiences, optimize conversion funnels, and accelerate user acquisition through data-driven experimentation.

Tech: AI-Assisted SEO · ChatGPT · Claude · Perplexity · Product Marketing · GTM Strategy · Technical SEO · Google Analytics 4 · Google Search Console · Ahrefs · SEMrush · Web3 Marketing · CRO · Content Operations · Email Marketing

XchangeOn

02/2024 – 03/2026

Head of Marketing & Growth • <https://www.xchangeon.io>

- Spearheaded growth strategy and go-to-market initiatives for a blockchain-enabled B2B telecom settlement platform, positioning the product for enterprise adoption across global telecom operators.
- Developed AI-assisted product positioning, messaging frameworks, sales enablement assets, investor presentations, and marketing collateral tailored to enterprise telecom buyers and ecosystem stakeholders.
- Planned and executed integrated demand-generation campaigns across SEO, content marketing, lifecycle email marketing, social media, webinars, and community channels using AI-enhanced content workflows and marketing automation.

- Built strategic partnerships with telecom providers, blockchain ecosystems, technology partners, and industry communities to expand platform reach and accelerate ecosystem growth.
- Led executive thought leadership initiatives, educational webinars, technical articles, and industry content using AI-assisted research while maintaining technical accuracy and domain expertise.
- Partnered closely with executive leadership, Product, and Customer Success teams to translate customer insights, market research, and AI-assisted competitive intelligence into roadmap priorities and product positioning.

Tech: AI-Assisted Product Marketing · Web3 Marketing · GTM Strategy · SEO · Community Growth · CRM · Google Analytics · Marketing Automation · Tokenomics Marketing · ChatGPT · Perplexity · Content Strategy

BFIC Network

06/2021 – 08/2023

Growth Marketing Consultant · <https://bfic.network>

- Supported ecosystem growth, community expansion, and digital marketing initiatives for a blockchain ecosystem and digital asset platform focused on increasing user adoption and community engagement.
- Developed educational content, blockchain learning resources, campaign messaging, and awareness initiatives to simplify Web3 concepts and encourage ecosystem participation.
- Executed SEO strategies, technical optimization, keyword research, and AI-assisted content planning to improve organic discoverability and long-term search performance.
- Collaborated with ambassadors, influencers, and community leaders to strengthen engagement across Telegram, Twitter/X, Discord, and other community platforms.
- Monitored campaign performance, behavioral analytics, community health metrics, and retention trends to continuously optimize acquisition and engagement strategies.
- Supported ecosystem partnership campaigns, token awareness initiatives, and community activation programs using data-driven marketing insights and audience segmentation

Tech: Blockchain Marketing · Community Growth · SEO · Telegram · Twitter/X · Google Analytics · Content Strategy · Marketing Analytics · ChatGPT (2023) · Community Management

Floatbot

07/2017 – 05/2021

Digital Marketing Manager · <https://floatbot.ai>

- Led SEO, digital marketing, and growth initiatives for an enterprise conversational AI platform, supporting customer acquisition across BFSI, Healthcare, Insurance, and enterprise SaaS markets.
- Improved rankings for **50+ high-intent keywords** through technical SEO, content optimization, authority-building strategies, and comprehensive search performance analysis.
- Developed integrated content marketing strategies including blogs, product pages, case studies, solution guides, webinars, and educational resources tailored to enterprise decision-makers.
- Built conversion-focused landing pages, lead nurturing journeys, and marketing funnels that improved lead quality and increased conversion efficiency across multiple acquisition channels.
- Collaborated with Sales, Product, and Customer Success teams to develop AI product messaging, customer success stories, solution positioning, and go-to-market assets aligned with evolving enterprise requirements.

- Leveraged analytics, behavioral insights, user journey analysis, and marketing automation platforms to optimize acquisition funnels, improve campaign performance, and support data-driven decision making.

Tech: SaaS Marketing · SEO · Technical SEO · Google Analytics · HubSpot · CRO · Marketing Automation · Content Marketing · Email Automation · Product Positioning

Skillset

AI & Growth Marketing

AI-Assisted Marketing, Prompt Engineering, AI Content Operations, AI-Powered SEO, AI Workflow Automation, AI Research, Competitive Intelligence, AI-Assisted Product Marketing, Marketing Automation, LLM Workflows, Generative AI, AI-Driven Content Strategy, AI-Powered Campaign Optimization

SEO & Organic Growth

Technical SEO, Enterprise SEO, On-Page SEO, Off-Page SEO, International SEO, Local SEO, Keyword Research, Keyword Clustering, Search Intent Analysis, Content Strategy, Content Optimization, Link Building, Digital PR, Core Web Vitals, Schema Markup, Technical SEO Audits, Website Migration SEO, Crawl Budget Optimization, Indexation Management, SERP Optimization, E-E-A-T Optimization

Performance Marketing

Google Ads, Meta Ads, LinkedIn Ads, Twitter/X Ads, PPC Strategy, Paid Search, Paid Social, Conversion Rate Optimization (CRO), A/B Testing, Landing Page Optimization, Audience Segmentation, Remarketing, Media Planning, Campaign Optimization, Budget Management, Bid Strategy, Performance Analytics, Attribution Modeling, ROAS Optimization

Product & Growth Marketing

Go-to-Market (GTM) Strategy, Product Marketing, Product Positioning, Messaging Frameworks, Value Proposition Development, User Acquisition, Growth Marketing, Demand Generation, Lead Generation, Customer Journey Mapping, Funnel Optimization, Customer Persona Development, Product Launch Strategy, Market Research, Competitive Positioning, Adoption Strategy

Content & Brand

Content Marketing, Content Operations, Editorial Strategy, Content Planning, Copywriting, Technical Writing, Thought Leadership, Storytelling, Email Marketing, Community Marketing, Social Media Strategy, Brand Positioning, Brand Messaging, Content Distribution, Webinar Marketing

Analytics & Strategy

Marketing Analytics, Web Analytics, Attribution Modeling, Marketing Dashboards, Competitive Intelligence, Market Research, Data Analysis, KPI Reporting, ROI Optimization, Forecasting, Conversion Analytics, User Behavior Analysis, Customer Insights, Growth Experimentation, Decision Intelligence

Leadership & Collaboration

Cross-functional Collaboration, Stakeholder Management, Project Management, Team Leadership, Agile Marketing, Vendor Management, Strategic Planning, Process Optimization, Marketing Operations, Workflow Automation, Mentoring, Resource Planning, Sprint Planning, Executive Reporting

Tech Stack

AI Platform

ChatGPT, Perplexity, MidJourney, Gamma, Grok, Veo3, Cursor, Antigravity

SEO Platform

Moz, SEMRush, ahref, QuickSprout, Screaming Frog, Ubersuggest

Google Platform

Google Search Console, Google Tag Manager, AdWords, Google Keyword Planner, Looker

Automation Platform

Zoho, Zoho Marketing Hub, Hootsuite, Zapier, HubSpot, IFTTT, Zoho Marketing Automation

Mention Platform

Brand24, mentionlytics, Mention

Analytics Platform

Post Hog, Google Analytics, Microsoft Clarity, Hotjar

Other Platform

WordPress, Notion, Trello, ClickUp, Rival IQ, Mailchimp, Canva, CRM, Figma,

LANGUAGES

English, Gujarati, Hindi

EDUCATION

DCSA, Bhavnagar

MCA

MJCC, Bhavnagar

B.Com