

NAJMUS SAYADAT

SEO/GEO/AEO Lead | 9+ Yrs Organic Growth | AI Search Visibility

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SUMMARY

Senior SEO, GEO, and AEO leader with 9+ years driving organic growth through technical SEO, content strategy, programmatic SEO, and AI search visibility. Led teams of up to 15 and managed 20+ accounts across Travel, E-Commerce, B2B, and SaaS. Scaled an EV marketplace to 75K monthly visits in under 9 months and delivered 7K→150K monthly organic traffic for a travel platform.

SKILLS

Technical SEO: crawl audits, indexing, Core Web Vitals, site health, site migration, schema markup (LocalBusiness, FAQPage, Review, Person)

Strategy & Content: keyword research, content gap analysis, topic clustering, programmatic SEO (1,000+ pages), E-E-A-T

AEO/GEO: AI Overviews optimization, answer-first content structuring, AI citation tracking (ChatGPT, Gemini, Grok, Perplexity)

Tools: GA4, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Google Tag Manager

Leadership: team management (up to 15 reports), hiring, training, client/stakeholder management, off-page/link building

EXPERIENCE

SEO Lead / Organic Growth Owner

Ecozaar / Autovert Technologies

Bengaluru, India

Jan 2025 – Feb 2026

- Owned end-to-end organic growth strategy for an EV/solar marketplace across technical SEO, content, and off-page authority building.
- Scaled the site to **75,000 monthly organic visits** within 9 months via topic clustering and search-intent-driven content.
- Built 1,000+ programmatic SEO pages targeting high-intent local searches (EV showrooms, service centers, charging stations).
- Recovered the site from a hack that generated 3M spam pages, restoring and scaling traffic from 40K to 75K monthly visits.
- Built AI citation tracking across ChatGPT, Gemini, Grok, and Perplexity, monitoring 2,000 queries in Ahrefs; improved AI Overview visibility via schema and answer-first content.

Associate Vice President - SEO / Organic Growth

Walnut Folks Group / IntentFarm

Bengaluru, India

Mar 2024 – Jan 2025

- Led and mentored a **15-person SEO team** across 20 client accounts spanning Travel, E-Commerce, B2B, and SaaS.
- Built SEO strategy frameworks using competitor research, market gap analysis, and search opportunity identification.
- Launched structured bi-monthly training sessions, improving team output and delivery quality.
- Partnered with content, dev, and client teams to implement technical SEO and structured data updates across accounts.

SEO Manager

Trident Media Works Pvt. Ltd.

Bengaluru, India

Feb 2023 – Jan 2024

- Grew monthly organic traffic from 900K to 1.1M (+23%) through technical SEO fixes and content improvements.
- Managed and trained a team of 5 SEO specialists; led hiring of 4 additional SEO professionals.
- Built link acquisition programs through outreach, guest posting, and partnerships.

- Used SEMrush and Ahrefs to identify high-value keyword opportunities and guide SEO prioritization.

SEO Team Lead

Moshi Moshi - The Communication Company

Bengaluru, India

Dec 2019 – Feb 2023

- Built and led a 10-person SEO and content team across 15 brand accounts.
- Delivered 200% organic traffic and lead growth for a manufacturing brand through improved keyword targeting.
- Managed SEO delivery, client reporting, and cross-industry communication.
- Led WordPress development, site migrations, and malware recovery projects.

SEO Manager

BlackMammoth

Bengaluru, India

Aug 2018 – Nov 2019

- Managed on-page SEO, link building, client support, and website improvements.
- Built WordPress websites and improved search performance through better site structure and content.

SEO Off-Page Analyst

DOT Mappers IT Pvt. Ltd.

Bengaluru, India

Mar 2017 – Jul 2018

- Improved domain authority, trust flow, and citation flow through outreach and link-building campaigns.
- Performed site audits and recovered websites from Google penalties through corrective technical SEO work.

KEY ACHIEVEMENTS

- Scaled a travel platform from 7K to 150K monthly organic visits through country-based keyword planning and content gap analysis.
- Grew an EdTech site from 52K to 92K monthly visits in a competitive market.
- Increased e-commerce traffic from 53K to 123K monthly visits through international SEO and content scaling.
- Grew an EV marketplace to 75K monthly organic visits in 9 months from launch.

BUILT PROJECTS

- **Agentic-SEO** — Built a multi-agent AI content system (7-agent CrewAI pipeline) that produces SERP-dominating, long-form SEO content from a single keyword input. binary.infoverse.org.in
- **AutoSilo** — Built an autonomous topical authority engine that discovers and structures competitor content into deep SEO silo.

EDUCATION

MBA, Marketing & Finance

Bangalore University, Bengaluru

2014 – 2016

BBM, Marketing

Bangalore University, Bengaluru

2011 – 2014