Sumeet Mahajan

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WORK EXPERIENCE

Scaler & InterviewBit   **June 2018 – Present**
Director - SEO (Organic Growth)

- **First hire in the growth team, driving the 0-to-1 journey** by building and executing various growth strategies from scratch.
- Led **SEO strategies** that grew **monthly organic traffic** from **50K to 3.8M** at its peak in **16 months** on Scaler Topics.
- Led InterviewBit to industry dominance, driving **690% more non-brand organic traffic** than LeetCode, peaking at **3.7M clicks** and **44M impressions** per month.
- Achieved **zero customer acquisition cost** for **Scaler Academy** in its **first 1 to 1.5 years** by driving all user sign-ups from InterviewBit through targeted **email marketing** and **optimized product funnels**.
- Led **product marketing** for the **Data Science & ML program**, achieving target enrollment for the first cohort.
- Achieved **5K YouTube subscribers** in **35 days** and grew **LinkedIn followership to 10K**.
- Achieved 1L+ downloads for the Scaler App through strategic **ASO efforts** and **product funnel optimization**.

Adler Retailer Private Limited   **Feb 2018 – May 2018**
SEO Specialist

- Led SEO strategies to boost rankings and organic traffic while managing email campaigns to drive customer acquisition and retention.

Globussoft Technologies   **Nov 2016 – June 2017**
Senior Digital Marketing Manager

- Managed digital marketing for Globussoft's suite of tools, including **MoneyMakerTube**, which I launched from concept to completion, achieving a **30% adoption rate** in 3 months.
- Led **product development** and market research, driving **40% growth in product adoption** by aligning features with user feedback and trends.

3D Power Visualisation Pvt. Ltd.   **June 2013 - July 2015**
SEO Lead

- Boosted the company's digital presence by executing **SEO, SEM**, and ad campaigns, achieving **50+ top keyword rankings** and helping drive higher inquiries and improved ROI.

EDUCATION

- **Diploma in Computer Engineering -** *Sharadchandrji Pawar Polytechnic College, Aurangabad* | 2013
- **Certification in Microsoft .NET Development** | 2013

SKILLS, Tools & Tech

- **Skills:** SEO (Search Engine Optimization), Lead Generation, Content Marketing, Keyword Research & Analysis, On-Page SEO, Off-Page SEO, Technical SEO, Mobile SEO, Local SEO, Web Analytics, Link Building, Competitive Analysis, Structured Data (Schema Markup), XML Sitemaps, Robots.txt, Page Speed Optimization.
- **Tools:** Ahrefs, SEMrush, Google Analytics, Google Search Console, Screaming Frog, Moz, Majestic, Hotjar, Ubersuggest, Yoast SEO, RankMath.
- **Tech:** HTML, CSS, JavaScript, Ruby, WordPress, CMS platforms.