

Albin Reji

Marketing Lead — Content, SEO/GEO & AI-Driven Growth

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PROFESSIONAL SUMMARY

Engineer-turned-marketer with 8 years across content, SEO, and growth — the last 2.5 owning marketing end-to-end at an agentic-AI SaaS startup. Builds AI-first marketing systems: agentic content pipelines, founder-brand engines, and automated analytics that let one operator run a full-stack function. Scaled a blog from zero to 216 published articles, grew search impressions 6× year over year, and made the brand citable by AI engines (200+ citations weekly).

CORE SKILLS

Content & SEO: Content Strategy, SEO, GEO/AEO (AI-Search Optimization), Keyword Research & Clustering, Editorial Systems, Long-form Writing, Case Studies, Whitepapers, Website Copy

AI & Automation: Agentic AI Workflows, LLM Content Pipelines (Claude), Prompt Systems, Marketing Automation, Python (scraping, enrichment, analysis)

Analytics: GA4, Google Search Console, Bing Webmaster, Microsoft Clarity, Semrush, Ahrefs, Performance Reporting

Brand & Social: Founder/Executive LinkedIn, Newsletters, Social Media Strategy, Online Reputation Management, Community Management

Design & Media: Canva, Infographics, Sales Decks, Carousels, Ad Creatives, Video Scripts & Demo Videos

Leadership: Team Leadership, Hiring, Client Communication, Cross-functional Project Management

PROFESSIONAL EXPERIENCE

Zigment.ai — Marketing Lead

Bengaluru, India | January 2024 – Present | Agentic-AI customer engagement platform (SaaS)

End-to-end owner of marketing: content, SEO/GEO, website, sales collateral, founder brand, design, and analytics.

- Scaled the company blog from zero to **216 published articles** in 20 months; designed the pillar-cluster architecture, content calendars, and per-industry strategies across 7 verticals.
- Grew brand search visibility **6× year over year** — impressions 24K to 149K per quarter, average position 64 to 12 (best month 9.8), referring domains 53 to 311 (Ahrefs DR 26) — from near zero at joining.
- Put **500+ platform-category queries** (revenue, journey, and marketing orchestration) on page 1 of Google — 28 in the top 3 — with organic channels driving **~40% of site sessions** and **~25% of tracked conversions**.
- Adopted GEO/AEO early — llms.txt, site-wide schema, 150+ meta rewrites — earning **200+ AI-search citations per week** and making AI assistants (ChatGPT, Gemini, Perplexity) a measurable new traffic and lead channel.
- Ran the founder's LinkedIn as a growth channel: 90-day impressions **+103%**, engagements **+650%**; built a 9-edition newsletter with 28% Director-and-above readership.
- Authored **12+ client case studies** (Tata Motors, Bajaj Auto, Nova IVF, Scripbox, TiE Global Summit), the company whitepaper, and per-industry proposal documents (“Autonomous Funnels” series).
- Wrote the full website rebuild: 4 platform pages and 7 industry pages on a reusable 8-fold narrative framework, plus campaign landing pages and conversion copy.
- Handled all media production for the brand, strategy through execution: infographics, sales decks, carousels, ad creatives, product mockups, and demo videos — **100+ designed assets**.
- Built an agentic marketing OS — LLM pipelines covering research, drafting, QA, and publishing, codified voice guides, an approved-claims registry, and automated weekly reporting across GSC, Bing, GA4, Clarity, Semrush, and LinkedIn — running a multi-role function solo.

- Mined **160+ sales-call transcripts** into a platform FAQ knowledge base; built Python-enriched outbound lead databases across 7 verticals powering early go-to-market.

Traxn Inc — Digital Marketing Manager

Remote | March 2022 – May 2023 | Digital agency for North-American coaching businesses

- Led digital marketing for client portfolios: content marketing, SEO, email, Facebook/LinkedIn campaigns, and online reputation management.
- Managed a 3-person creative team (copywriter, landing-page designer, graphic designer) and owned weekly client performance reporting.
- Drove lead generation and organic-ranking gains through keyword research, SEO content, and targeted ad campaigns.

Flip Robo Technologies — Data Science Intern

Bengaluru, India | March 2021 – September 2021

- Built prediction models and Tableau/Power BI dashboards; performed data cleaning, market studies, and analysis with Python (Pandas) and Excel.

Bundl Technologies (Swiggy) — Online Reputation Management

Bengaluru, India | June 2019 – February 2021

- Managed brand presence and customer escalations across Facebook, Twitter, and Instagram with consistent voice and SLA-driven response times.
- Improved engagement and reach through data-led content optimization and audience targeting.

Howler Communications — Copywriter (Senior Content Creator)

Kannur, India | June 2018 – April 2019

- Created advertising strategies and campaign copy from scratch for small and mid-size business clients, lifting conversions and brand awareness.
- Ran market research and competitor analysis to sharpen messaging; edited all output for brand and SEO adherence.

CERTIFICATIONS

PG Program in Data Science, Machine Learning & Neural Networks — December 2020 – November 2021

- Hands-on with predictive modeling, NLP, feature engineering, model validation, and deep-learning frameworks; multiple end-to-end ML projects.

EDUCATION

B.E., Computer Science — Sridevi Institute of Engineering, Mangalore (2018)

LANGUAGES

English · Malayalam · Tamil