

SOORYADAS PS

SEO & Google Ads Specialist | GEO/AEO & Paid Media

Kochi, India | seo.sooryadas.com | hello@sooryadas.com | +91 91881 75037 | [LinkedIn](#) | [GitHub](#)

PROFESSIONAL SUMMARY

SEO and paid media specialist with a Computer Science engineering background, pairing deep technical search expertise with AI-search visibility across Google AI Overviews, ChatGPT, Gemini, and Perplexity. Track record of driving measurable organic growth, resolving technical indexation and performance issues, and building Python automation for SEO at scale, including programmatic SEO architecture built to scale across millions of pages. Additional expertise in Google Ads, YouTube Ads, and PPC strategy, with over ₹50 lakhs in ad spend managed across roles.

KEY ACHIEVEMENTS

- Ranked a DA 23 finance site to top-3 positions against DA 60+ publishers, reaching 1.03M weekly organic impressions (a 10x lift) in 7 days through a trend-led publishing sprint integrating technical audits, indexation prioritization, and content optimization. [\[View\]](#)
- Grew a client YouTube channel from 4,000 to 50,000 subscribers in roughly 2 months via YouTube Ads, with the campaign directly adding 29.5K subscribers at ₹2.43 CPR (2.86M impressions, 173K views). [\[View\]](#)
- Managed over ₹50 lakhs in Google Ads spend across roles, running search, shopping, and YouTube campaigns for ecommerce, service, and MNC clients.
- Architected the entire programmatic SEO pipeline for an upcoming, large-scale voice-search-assisted hotel listing platform, engineering the site structure for indexability and crawl-budget efficiency at the scale of millions of pages.

WORK EXPERIENCE

Aabasoft Technologies - [SEO & Google Ads Specialist](#) 2026 - Present

- Implement GEO/AEO strategies to improve client visibility and citability across Google AI Overviews and third-party AI search platforms, including LLMs.txt setup.
- Run technical SEO audits across client sites, flagging blockers to indexing, rendering, and AI parsing, and prioritizing scalable fixes.
- Execute Google Ads search and shopping campaigns for MNC-level clients, owning structure, targeting, and ad-copy testing.
- Mentor junior SEO executives across 6 concurrent SEO and paid projects spanning ecommerce, service, and MNC clients.

Acumen Capital Market - [SEO & Paid Ads Expert](#) 2025 - 2026

- Led SEO, GEO, and paid media strategy for a regulated financial services brand where accuracy, credibility, and E-E-A-T were critical.
- Executed a rapid, trend-led content sprint generating 1,000,000+ organic impressions in 7 days while holding page-one positions against far larger competitors.
- Owned paid media for the brand, including a YouTube Ads campaign that scaled the channel to 50,000 subscribers at a ₹2.43 cost per subscriber.
- Implemented end-to-end user tracking with Google Tag Manager and GA4, and standardized reporting in Looker Studio.

Intellyze Innovations - [Digital Marketing Executive](#) 2024 - 2025

- Executed technical, on-page, and off-page SEO for multiple clients across industries, including crawl, indexation, and structure fixes.
- Drove an average 70% organic traffic improvement across the client portfolio through audits, keyword mapping, and content optimization.
- Ran Google Ads campaigns alongside SEO for multiple clients across industries.

FREELANCE & SELECTED ENGAGEMENTS

- **Programmatic SEO, voice-search hotel platform:** Designed the end-to-end SEO architecture for an upcoming large-scale, voice-search-assisted platform, including template logic, internal-linking systems, and indexation and crawl-budget controls built to scale across millions of pages.
- **FDM & QA, AI SEO automation tool:** Served as Forward Deployed Marketer and QA tester for an AI-based SEO automation tool, embedding with the team to shape the product roadmap from a practitioner's perspective and validating features before release.
- **SEO-friendly web development:** Built and optimized front end client websites with technical SEO, Core Web Vitals, and structured data built in from launch.

PROJECTS

- **SERP Drop Detector** - Python pipeline for automated ranking-drop detection and root-cause diagnosis. [\[View\]](#)
- **Core Web Vitals Optimization** - performance overhaul taking Lighthouse from 57 to 98 across all Core Web Vitals. [\[View\]](#)
- **Unified SEO Report** - reusable Looker Studio template consolidating GSC, GA4, Google Ads, and Meta into one client-ready view, with an optional feed from the SERP Drop Detector database. [\[View\]](#)
- **YouTube Subscriber Campaign** - paid media campaign adding 29.5K subscribers at ₹2.43 CPR (2.86M impressions, 173K views). [\[View\]](#)

SKILLS

SEO & Content: Technical, On-Page & Off-Page SEO, Programmatic SEO, GEO, AEO, AI Answerability, Local SEO, E-E-A-T & Content Strategy, Core Web Vitals, Schema / Structured Data, Internal Linking & Topical Authority, Link Building & Digital PR, OSINT.

Paid Ads: Google Ads Strategy & Optimization, YouTube Ads, PPC Strategy, Remarketing, CRO, A/B Testing & Ad-Copy Optimization, Landing Page Optimization, Funnel Performance Analysis.

Technical & Development: HTML, CSS, JavaScript fundamentals, Python (automation), LLMs.txt setup, GTM tracking, site speed & server optimization, CMS development.

Analytics & Reporting: GA4, GTM, Looker Studio dashboards & API integrations, conversion tracking, funnel analysis, dataset analysis in Excel.

TOOLS

Search & Analytics: Google Search Console, GA4, GTM, Ahrefs, Semrush, Screaming Frog, Lighthouse, CrUX, AnswerThePublic, Rank Math.

Content & CMS: WordPress, Shopify, Wix, Umbraco, Strapi, Swipe Pages, Claude, Perplexity.

Ads & Marketing: Google Ads Manager, Google Merchant Center, Google Business Profile.

Technical: VS Code, FileZilla, cPanel.

EDUCATION

B.Tech in Computer Science & Engineering 2019 - 2023

APJ Abdul Kalam Technological University (KTU)

CERTIFICATIONS

- Python for Marketing - **LinkedIn**, Jun 2026 [\[Verify\]](#)
- Google Looker Reporting Certification - **Google**, Feb 2026 [\[Verify\]](#)
- Amazon Marketing Cloud Certification - **Amazon**, Feb 2026 [\[Verify\]](#)
- Business Website Development Certification - **HP**, Feb 2026 [\[Verify\]](#)
- Introduction to OSINT - **Security Blue Team**, Jan 2026 [\[Verify\]](#)
- Google Analytics Certification - **Google**, Oct 2025 [\[Verify\]](#)
- Course on Generative Engine Optimization (GEO) - **AI Monitor**, Jul 2025 [\[Verify\]](#)
- Backlink Management Course with Greg Gifford - **Semrush**, Jun 2025 [\[Verify\]](#)
- Navigating On-Page and Technical SEO - **Semrush**, Jun 2025 [\[Verify\]](#)
- Digital Marketing Fundamentals - **HubSpot**, May 2024 [\[Verify\]](#)