Raghav Vashisht

ORGANIC MARKETING MANAGER & STRATEGIST | SEO | AI MARKETING

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Organic Marketing Manager and Strategist with 6+ years of experience building and scaling inbound growth systems across SaaS, staffing, and B2B sectors. Specialises in full-funnel SEO strategy, AI-powered content operations, and technical organic infrastructure — from architecture and EEAT authority to programmatic content engines and executive-level reporting. Recognised on Upwork as a Top Rated Plus AI Marketing Strategist.

Experience

ReviewCrusher.ai
Feb 2026 – Apr 2026

SEO Lead · Remote

- Sole architect of foundational SEO and organic growth strategy for a pre-launch SaaS — operating with full executive autonomy and zero oversight
- Developed North Star content strategy, website architecture, UX direction, and full marketing systems stack in preparation for US market launch
- Owned cross-functional strategy spanning SEO, brand positioning, content infrastructure, and inbound pipeline from zero-to-one

SEO Strategy · Growth Marketing · Product Positioning

Eventstaff.com
Jul 2025 – Present

Brand Lead, Organic Marketing · United States, Remote

- Lead end-to-end organic growth strategy across SEO, content, EEAT authority, and search experience optimisation
- Own technical SEO: crawl health, indexation, Core Web Vitals, Webflow architecture, and schema implementation
- Design and scale content engines across blogs, programmatic pages, and resource hubs aligned to intent and SERP strategy
- Build authority via backlink acquisition, digital PR, and EEAT-driven editorial frameworks
- Create analytics infrastructure connecting organic traffic to pipeline influence, CAC reduction, and ROI

SEO · Content Marketing · Marketing Strategy

Vash Studios
Feb 2025 – Present

CEO & Managing Director · Worldwide, Remote

- Founded and lead boutique SEO and digital marketing agency delivering organic growth strategy to global clients
- Architect holistic SEO, content marketing, and digital visibility strategies as principal strategist across client portfolio
- Build and manage full-staff marketing teams for enterprise clients seeking scalable, AI-driven inbound systems

SEO · Content Marketing · Go-to-Market Strategy

Experience (continued)

Premier Staff Inc
Jul 2024 – Jul 2025

SEO Team Lead · Los Angeles, CA, Remote

- Headed SEO and Organic Marketing as de facto Head of Organic, owning strategy and cross-channel execution
- Led cross-functional teams of copywriters, designers, and UX developers in content research and audience engagement
- Implemented custom AI prompting and programmatic systems to scale organic marketing output
- Drove brand to record 13% event staffing market share through data-driven SEO and content strategy
- Collaborated with executive leadership and sales to align organic growth with revenue targets

SEO · Marketing Strategy · Project Management

IPG Mediabrands
Oct 2022 – Feb 2024

Content Executive · Remote

- Produced SEO-driven copy, campaign content, and PR material for major clients across finance, travel, gaming, and healthcare at one of the world's largest marketing conglomerates
- Conducted SEO research and PR ideation to support editorial and brand performance across high-value B2C accounts
- Developed multi-format content strategies — adverts, blogs, launches, and PR campaigns — aligned to brand voice and audience intent

Copywriting · SEO Research · Content Strategy

6teen30 Digital
Apr 2022 – Oct 2022

Inbound Marketing Specialist · Remote

- Built and executed inbound marketing campaigns across email, landing pages, blogs, and podcasts for SaaS and B2B clients
- Managed content calendars, social publishing, and audience segmentation

Inbound Marketing · Content Management · Email Marketing

Education

University of Leeds
MSc International Marketing Management (2:1)

Jan 2021 – Jan 2022

Specialisations: Market Consulting, Digital Marketing, Marketing Strategy, Consumer Psychology

Won Best Marketing Consultancy Project, 2021

GGDSD College, Panjab University
BA — Psychology, Economics & Political Science

Jun 2017 – Apr 2020

Skills

SEO & Organic Growth

Technical SEO, Programmatic SEO, EEAT & Authority Building, Core Web Vitals, Schema Markup, Crawl Optimisation, Search Experience Optimisation

Content Strategy

North Star Frameworks, Intent-Aligned Content Engines, Programmatic Pages, Digital PR, SEO Copywriting, Editorial Planning

Analytics & Reporting

Organic-to-Pipeline Reporting, CAC Analysis, GA4, Google Search Console, SEMrush, Ahrefs, Screaming Frog

AI & Marketing Automation

AI-Driven Content Systems, Custom LLM Prompting, Programmatic Marketing Automation, Webflow

Leadership

Cross-functional Team Leadership, Agency & Client Management, Go-to-Market Strategy, Executive Stakeholder Communication