

NITESH GIRI GOSWAMI

Growth Marketing & Organic Acquisition Leader | SEO · ASO · AI Search · CRO

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PROFESSIONAL SUMMARY

Growth marketing leader with **12+ years of experience** driving organic customer acquisition, revenue growth, and marketplace expansion across healthcare, travel, fintech, insurance, edtech, and e-commerce. Deep expertise in **SEO strategy, app store optimization (ASO), AI search optimization (Google AI Overviews, LLM and answer-engine visibility), conversion rate optimization (CRO), growth experimentation, and content operations at scale**. Currently Associate Director at Practo, owning organic growth across India, US, and UAE markets and contributing to **\$12M+ annual GMV and ~70% of India revenue**. Proven record of building cross-functional growth programs with Product, Engineering, Analytics, and Business teams, and of presenting forecasts, attribution insights, and roadmaps to C-level leadership.

CORE COMPETENCIES

SEO Strategy (Technical, On-Page, Off-Page) · App Store Optimization (ASO) · AI Search Optimization / Generative Engine Optimization (GEO) · Answer Engine Optimization (AEO) · Conversion Rate Optimization (CRO) · Growth Experimentation & A/B Testing · Customer Acquisition Strategy · Product-Led Growth (PLG) · Content Strategy & Content Operations · International SEO (India, US, UAE, Southeast Asia) · Digital PR & Link Building · Marketing Analytics & Revenue Attribution · Funnel & Landing Page Optimization · Go-To-Market (GTM) Strategy · Marketplace Growth · Growth Forecasting · Executive Stakeholder Management · Cross-Functional Team Leadership

SELECTED ACHIEVEMENTS

- Contributed to **\$12M+ annual GMV** and **~70% of India revenue** as organic growth owner at Practo.
- Scaled AI-driven transactional traffic **14x year-over-year** through AI search discovery and acquisition programs.
- Directed **AI-assisted content operations refreshing 25,000+ pages in ~30 days** using LLM-powered pipelines and CMS automation.
- Delivered **5x traffic, 3x leads, and 2x booking conversions** in 12 months while scaling a new vertical at ACKO Drive.
- Achieved **2.5x organic growth** across Flights, Hotels, and Holidays at Cleartrip (Flipkart Group).

PROFESSIONAL EXPERIENCE

PRACTO

Aug 2025 – Present

Associate Director, Growth

Bengaluru, India

India's leading healthcare marketplace connecting patients with doctors, clinics, and hospitals.

- Own organic growth strategy across web and app ecosystems for **India, US, and UAE markets**, contributing to **\$12M+ annual GMV** and **~70% of India revenue**.
- Scaled **AI-driven transactional traffic 14x YoY** through AI search optimization, content, and user-intent programs spanning Google AI Overviews and conversational search (ChatGPT, Gemini, Perplexity).
- Improved AI search visibility benchmarks by **16%** by building measurement frameworks separating LLM referral traffic from AI Overview exposure, enabling accurate leadership reporting.
- Directed large-scale, AI-assisted content operations — refreshing **25,000+ pages in ~30 days** via LLM-powered pipelines and CMS automation.
- Built organic revenue attribution and traffic forecasting models; present business reviews, growth forecasts, and roadmap recommendations to **C-level leadership**.
- Designed demand-weighted **digital PR and link acquisition programs** across priority cities and medical specialties to close authority gaps versus competitors.

ACKO

Jan 2024 – Aug 2025

Senior Manager, Growth (ACKO Drive)

Bengaluru, India

India's leading digital-first insurance and auto platform.

- Owned the acquisition and growth roadmap for ACKO Drive, scaling a **new business vertical from launch**; delivered **5x traffic growth, 3x lead growth, and 2x booking conversions** within 12 months.
- Built growth experimentation frameworks covering landing pages, user journeys, funnel optimization, and A/B testing programs.
- Led product-led growth initiatives spanning content architecture, technical SEO, CRO, and user experience improvements in partnership with Product, Engineering, and Analytics.
- Prioritized the growth roadmap by revenue impact and customer acquisition efficiency (CAC) against business objectives.

CLEARTRIP (Flipkart Group)

Feb 2022 – Jan 2024

Senior Manager, SEO & ASO

Bengaluru, India

- Led organic acquisition strategy across **Flights, Hotels, and Holidays**, contributing to **2.5x organic growth** and category revenue targets.
- Owned the end-to-end **SEO and ASO charter across web and app platforms**, driving customer acquisition and marketplace growth.
- Achieved **top category rankings on Google Play and the App Store** through structured ASO and app discoverability programs.
- Partnered with Product, Category, and GTM teams to identify growth opportunities and execute seasonal acquisition campaigns.

UNACADEMY

Aug 2021 – Jan 2022

Senior Manager, Organic Growth

Bengaluru, India

- Led organic growth across **10+ learning categories**, improving search visibility and content discoverability.
- **Doubled YouTube channel viewership within 30 days** through content and audience optimization.

OKCREDIT

Jun 2020 – Aug 2021

SEO & ASO Manager → Senior Manager, SEO

Bengaluru, India

- **Promoted to Senior Manager within 10 months** based on business impact and leadership contribution.
- Delivered **2x growth in organic traffic, impressions, and app installs** through SEO, ASO, and YouTube acquisition programs.
- Built reporting systems and performance dashboards enabling faster decision-making and growth prioritization.

MERKLE (Singapore + Sokrati)

Jul 2018 – May 2020

Business Analyst → Senior Business Analyst → Search Marketing Consultant

Pune & Bengaluru, India

- Led SEO and acquisition programs for **20+ enterprise brands** across India and Southeast Asia, including L'Oréal, Maruti Suzuki, ESPN, Titan, MPL, ALTBalaji, and Great Eastern Life.
- Delivered up to **2x traffic growth and 4x impression growth** through acquisition, content, and search optimization initiatives.
- **Managed a team of 4**; led strategic pitches, forecasting exercises, and growth planning for enterprise clients.

SEARS

Jul 2017 – Jun 2018

SEO Analyst

Pune, India

- Supported SEO and content operations across large-scale e-commerce catalogs, improving discoverability.

FREELANCE

Jun 2014 – Jul 2017

SEO Consultant

Remote

- Delivered SEO consulting for small and medium businesses across industries, driving up to **1.5x traffic growth**.

EDUCATION

Bachelor of Engineering (B.E.) — Chhattisgarh Swami Vivekanand Technical University (CSVTU), India

TOOLS & PLATFORMS

Analytics & BI: Google Analytics 4 (GA4), Looker Studio, Amplitude · **SEO & AI Search:** Google Search Console, SEMrush, Ahrefs, Screaming Frog · **ASO:** AppTweak, Google Play Console, App Store Connect · **Attribution & MMPs:** AppsFlyer, Branch · **AI & Automation:** LLM-assisted content pipelines (Claude), CMS and workflow automation · **Product & Delivery:** Jira, Confluence