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Remote

Highlights

3x Domain Rating in 4 months

+51% MoM organic traffic

Google AI Overview citation next to SEC.gov

Page one for "equity crowdfunding" at DR 15

Content programs for 60+ B2B clients

Core Skills

Content Strategy

SEO and AEO / GEO

Technical SEO

Conversion Copywriting

Link Building and Digital PR

Lifecycle and Cold Email

Compliance-Reviewed Content

Team Leadership

Tools

Ahrefs, Semrush, Google Search Console, GA4, Surfer SEO, heatmaps, ChatGPT, Claude

Industries

Fintech (Reg CF, Reg A, Reg D), SaaS, Healthcare, E-commerce, Professional Services

Certifications

B2B Marketing on LinkedIn

CRM Basics: Unlock Business Growth through Relationships

Education

Bachelor of Engineering, Information Technology

Devansh Trivedi

Content Strategy | SEO | Building Organic Funnels

Summary

B2B marketer who started out as a writer. Eight years in B2B content, five leading teams. I start with VoC and SERP intent, then build clusters that link back to the pages that convert. On distribution, I fix the technical side first and optimize for AI Overview citations. Then I build authority through backlinks, HARO, digital PR, and partnerships. Open to Senior Content Strategist and Content Marketing Manager roles with remote B2B SaaS and fintech teams.

Experience

Planet Wealth

Content and Outreach Specialist | Nov 2025 - Present

- Owned content, SEO, and outreach end to end at a FINRA-registered equity crowdfunding platform (Reg CF, Reg A, Reg D). Every piece passed strict compliance review.
- Built the new website from scratch. Planned every page, section, copy, and design direction, backed by SEO research.
- Built the SEO function from zero. Tripled the Domain Rating within four months and grew referring domains from under 100 to 277.
- Grew organic traffic 51% month over month and doubled US ranked keywords over the same period.
- Lifted site health from the low 60s to a consistent 95+, with a 100% SEO score in Google Developer Tools.
- Got the Reg CF explainer cited in Google's AI Overview for "what is reg cf," right next to SEC.gov.
- Ranked the founder's guide on page one for "equity crowdfunding" at DR 15, above the American Bar Association (DR 90) and ICAEW (DR 83). That one ranking doubled organic traffic within days.
- Wrote the full content library, including blogs, case studies, landing pages, GBP posts, and email. Conceptualized and helped produce VSL ads for Meta.
- Set up GSC, GA4, and heatmaps. Led link building through HARO, Featured, guest placements, and partnerships. Reported SEO and AEO results to leadership monthly.

TechArk

Content Team Lead | Jul 2023 - Nov 2025

- Led content marketing for 60+ clients across SaaS, professional services, e-commerce, and healthcare.
- Owned full-funnel content strategies (TOFU, MOFU, BOFU) that drove organic traffic, leads, and conversions.
- Built AI-assisted content systems and a ChatGPT-powered content gap analysis process.
- Set up ContentOps, including editorial planning, automation, and performance reporting. Managed and mentored a remote team of writers.

Biztech Consulting

Content Marketing Lead | Apr 2023 - Jun 2023

OpenXcell

Content Team Lead | Aug 2022 - Apr 2023 · Content Writer | Oct 2020 - Oct 2022

- Acted as the point of contact between clients and management. Planned weekly and monthly delivery and staffed projects.
- Edited and moderated all team content. Wrote for OpenXcell's website and global publications.

Freelance

Copywriter | Jan 2017 - Nov 2020

- Wrote for brands across tech, F&B, FMCG, healthcare, banking and finance, and fintech.