

Skills

Marketing Content, Social Media, SEO, SEM, Growth Hacking, Partnership, Automation.

Creative Tools Adobe CC (PS & AE), Affinity Photo, Camtasia Studio, FL Studio, Procreate.

Programming WordPress, HTML, CSS, PHP, Ruby, JavaScript, Shell Scripting, Python (Beginner).

Marketing & Analytics Tools Ahrefs, MS Clarity, Screaming Frog SEO Spider, SEMrush, Google Analytics, Google Search Console, Google Tag Manager, Google Ads.

Server Administration Ubuntu, CentOS.

Soft Skills Problem-solving, Team Leadership, Communication and Collaboration.

AI (Development Stack) Open AI API, Node, PHP, ReactJS, NextJS, Vercel, Supabase

Work Experience

Dorix LLC Remote, China *GTM Manager & AI Growth Hacker* Mar 2023 / Present

- I am currently scaling the growth of BlogSEO AI, an AI writer. I have successfully nurtured and built a solid userbase. I have worked with various influencers, and have run several marketing campaigns to date. I also manage the entire website, social, and marketing content of BlogSEO.ai

Heyooo Remote, China *Full-stack Marketer* Nov 2021 / Mar 2023

- Heyooo are the makers of HeyForm and TinySnap. And I lead their marketing operations. This includes wearing several hats at work ranging from content, SEO, communities, growth, social, and more.

Growth Marketing Consultant Remote (China, India, Nepal) Nov 2018 / Present

- Apr 2022 - June 2022: Full-stack digital consultant and editor at RecMaster. I've optimized their website and implement several on-page changes to boost the CRO.
- Apr 2022 - Present: I've designed, developed and produced content for minoid.io (Web 3.0) and minoid.tech (Web2.0) as the resident full-stack marketer, website developer, and content manager.
- January 2020 - October 2021: Set up jiju.co from scratch. I developed the website in WordPress/WooCommerce. I've developed several WP plugins as well. I maintained their website and content.
- April 2020: I initiated the SEO and inbound marketing strategy for Trycle, an e-learning platform bootstrapped by Arun Chandran and the team.
- 2020: I produced the Kaav EP for Palakkadan Dystopia (a hip-hop side-project run by Street Academics). My music has been featured on Rolling Stone and Rock Street Journal.
- March 2019 - September 2020: I was responsible for setting up dedicated servers, enabling cron jobs, and managing WordPress website migrations for North Route. I've optimized, migrated, and maintained sites like RelevantChinaJobs.com, citilinks-group.com, experiencetibet.org, dagen.ee, aboutasia.nl, etc., on behalf of North Route.
- Chenduliving.com: Redesigned and managed the chengduliving.com forum platform as a developer, and I've been their social media curator since 2018. We've shut down the forum platform in 2020.
- 2018 - 2021: Optimized, migrated, and maintained chengduhouserent.com and chongqing-rent.com

- 2017: Scaled the growth of Labex. Backed by China’s tech giant Alibaba, Labex is a MOOC platform that provides hands-on coding lessons. I improved their conversion rate from 0 to 10,000 in a span of 30 days. I also maintained their website, social media accounts, communities, and managed the influencer outreach campaigns.

Signalsiren, m1qnet, @thedeadauthor, and Xonikk Global *Independent Music Artist* Jan 2013 / Present

- Indie music production, sound design and arrangement.
- Released one LP, two EPs and few compilations.
- Produced one EP for Palakkadan Dystopia.
- Got recognized by Rolling Stone in 2020.
- Nominated for VIMA India 2014 Awards.

ugChain Chengdu, China *Overseas Operations & Digital Marketing Manager* Nov 2017 / Nov 2018

- Dealt with the overseas digital strategy and PR.
- The webmaster of ugchain.org and sister projects.
- Translate documents every now and then (Chinese to English).
- Actively worked on improving social communities.

IObit Chengdu, China *SEO Team Leader* Jun 2015 / Jan 2017

- Implemented link building campaigns in coordination with SEO goals.
- Assisted in the development and execution of communication/content strategies via social communities in coordination with SEO goals.
- Monitored and administered web analytics dashboards, reports, and key reporting tools, and point out key areas of importance in accordance with campaign goals.
- Monitored and evaluated search results and search performance across the major search channels.
- Improved IObit's product keyword rankings and overall traffic.

Acodez IT Solutions Kozhikode, India *SEO Analyst* Sep 2013 / Jun 2015

- I was responsible for implementing SEO and social media strategies for clients and in-house projects.
- Improved the traffic of Acodez.in. 54.97% + sessions and 39.89% + page views between Sep 28, 2013 and Feb 28, 2014.
- Put them on top of the SERP for "web design India" search query
- Authored a lot of blog posts from Sep 2013 to June 2015 but few are considered ghost blogging since I posted them under dev/designer monikers.

Infinite Open Source Solutions Kozhikode, India *In-House SEO Analyst* Mar 2013 / Jul 2013

- I was responsible for implementing SEO and social media strategies for clients and in-house projects.
- Implemented productive SEO strategies and value-oriented tactics as well as focus on a number of ways to drive more people to the brand and its products.

Spectrum Softtech Solutions Pvt. Ltd. Kochi, India *Web Developer Trainee* Dec 2012 / Feb 2013

- Worked on web projects based on HTML and other technologies like PHP, JS etc.

- Dealt with off-page optimization work following the latest search engine terminologies, including tasks such as Article writing, directory submission, social bookmarking, blog writing, etc.,

Projects

Studio M64 React, Node, Vercel, Next.js

<https://m64.in>

Created several AI apps under the Studio M64 label. Hosts 5500+ users. Achieved 10,000 UV in 6 days.

html.earth HTML, JS

<https://html.earth>

html.earth is a tiniest site generator that converts Markdown input to HTML pages. It comes with a front matter editor, custom styling field, and import & export options.

zmd.ee PHP, Apache

<https://zmd.ee>

zmd hosts a variety of utilities that you can access via curl in a CLI. PHP does the heavy lifting, and the services rely on several datasets & APIs.

Python Bots Python, Shell-scripting, tmux

<https://verfasor.com/python-for-automation/>

I ran various Python bots on Facebook, Discord and Telegram

Hackintosh Clover Builds Clover, ASL, C++, XML

<https://verfasor.com/category/hackintosh/>

I've written several scripts to help the hackintosh community.

wr8.in React JS, Next.js, Vercel

<https://wr8.in>

wr8 lets you create a website in Notion with better SEO. It is a customized version of nextjs-notion-starter-kit, based on NotionX.

Bugs API Python, PHP

<https://github.com/verfasor/Insects-API>

An unofficial JSON REST API for BugGuide.net that lets you access the data-set of 40511 insects

Facebook Bot Starter Kit Python, Shell-scripting, tmux

<https://verfasor.com/fbs.sh>

A small bash script to run your own Every Word Bot variant on Facebook

abstraktr.py Python, tmux, REST API

<https://www.tumblr.com/abstraktr> (Archived)

An art-gen based on Python.

Professional Certifications

Bing Ads Accredited Professional

Microsoft

Inbound Certification

HubSpot Academy

Google Analytics Certification

Google

AdWords Search Advertising Certification

Google

AdWords Video Certification

Google

Mobile Sites Certification

Google

Education

Anna University

BE Electronics & Communication (Dropout)

Chennai, IN

Sep 2008 / Jun 2012

University of Cambridge

BULATS English Language

Erode, IN

June 2009 / July 2009