

Aditya Raj Singh

Marketing Program Specialist · AI Search & Growth Systems (GEO, AEO, SEO)

Bengaluru, India | +91 84276 39222 | hello@adityarsingh.in | adityarsingh.in | linkedin.com/in/adityar-singh

SUMMARY

Marketing specialist working across AI search, SEO, and content strategy. I focus on GEO and AEO, keeping a brand visible as AI changes how people search and find information. I work as both a strategist and a hands-on builder, and I'm usually one of the first to test and roll out new AI tools across a large global B2B website.

EXPERIENCE

Akamai Technologies Bengaluru, India · Remote

Marketing Program Specialist

Feb 2026 – Present

- Lead website strategy across SEO, GEO, and content to improve organic and AI-search performance, including page optimization, metadata, and site structure.
- Built and own Akamai's GEO measurement and prompt-tracking framework, tracking brand presence, citations, and sentiment in AI-generated answers, and help run a bot-served site optimized for AI crawlers.
- Built the structured-data (schema) strategy for glossary, resource, and author-bio templates to improve eligibility for AI citations and rich results.
- Built a keyword-gap analysis framework (Ahrefs and Claude Code) benchmarking Akamai against key competitors, surfacing 300+ high-value content opportunities for executive review.
- Supported and actively helped with the rollout of Gemini Gems across the marketing organization, automating repetitive workflows and freeing up team time for higher-value work.
- Automated content production and QA with AI, cutting production timelines from weeks to days.

Web Content Publisher

Jul 2024 – Feb 2026

- Maintained akamai.com and linode.com across 9 languages and 10,000+ pages, working closely with multiple teams.
- Managed major report and product launches, including landing pages, marketing automation setup, and asset coordination across teams for on-time delivery.
- Built and deployed AI agents (Writer AI) to speed up programmatic content production.

Web Content Publisher, Intern

Jan 2024 – Jul 2024

- Delivered the SOTI report release on akamai.com, covering landing pages, promotions, and cross-team coordination.
- Managed the DAM system in AEM: cleaned up unused assets, built workflows, and oversaw integration.

SKILLS

AI & Automation: Claude Code, Gemini and Gems, Writer AI, prompt engineering, MCP tooling, AI workflow automation

Search & GEO: SEO, GEO, AEO, structured data / schema, content strategy, Ahrefs, Scrunch

Marketing & Web: Adobe Experience Manager (AEM), Marketo, Adobe Analytics, Salesforce, WordPress, Astro

Other: Business analytics, Clearscope, Python (working knowledge), Akamai Cloud, Oracle Cloud

EDUCATION

MBA, Marketing & Business Analytics, Lovely Professional University (LPU), Phagwara · CGPA 8.5 Aug 2022 – Jun 2024

B.C.A. (Hons.), Computer Applications, Lovely Professional University (LPU), Phagwara · CGPA 7.8 Aug 2018 – Jun 2021

CERTIFICATIONS

No-Code AI Agents, Writer	Jun 2025
Akamai Cloud Computing Foundations, Akamai	Feb 2025
Business Analytics, IBM	Dec 2023
Digital Marketing, HubSpot	Sep 2023