

Om Pandey

SEO Content Strategist | B2C & SaaS Content Writer

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Portfolio & Blogs: <https://om-latest-blogs.vercel.app/>

Professional Summary

SEO Content Strategist with 6+ years of total content writing exposure, including 3+ years of focused SEO freelancing. Specialised in SEO content strategy, keyword research, SERP analysis, and on-page SEO for B2C and SaaS-style digital brands. Experienced in converting search intent into high-ranking blogs, landing pages, and conversion-focused web content.

Core Skills

SEO Content Strategy • Keyword Research • SERP Analysis • On-Page SEO • B2C Content Writing • SaaS Content Writing • Long-Form Blogs • Landing Page Copy • Local SEO • EEAT Optimization • Topic Clusters • Internal Linking • Conversion Copywriting

Professional Experience

SEO Content Writer | Chiku Cab (April 2025 – Present)

Planned and executed SEO-driven B2C content strategies for a digital transportation brand. Created high-intent, city-based service pages, blogs, and landing pages aligned with local SEO and EEAT principles. Achieved Page 1 rankings for multiple competitive location-based keywords and improved organic traffic and engagement.

Freelance SEO Content Writer (2021 – Present)

Delivered SEO-optimised blogs and web content across travel, fintech, tech, and service industries. Worked on content projects associated with ClearTax, Groww, Acko, and StableMoney via agencies and content partners. Drove 100–200% organic traffic growth and ranked 50+ keywords on Google Page 1.

Content Writer | Assurex, Kolkata (2019 – 2020)

Produced academic and business-focused content in a structured professional environment, building strong research, documentation, and long-form writing discipline.

Tools

Google Analytics • Google Search Console • SEMrush • WordPress • Grammarly • Yoast • Canva

Education

Senior Secondary (PCM with C++) – De Paul School, Madhya Pradesh (2019)

B.Mus – Mahadev PG College, MGKVP, Varanasi (2025)

Languages

Hindi (Native) • English (Fluent) • Bengali (Communicative)