# PIYUSH GUPTA

## AI Search & AI Visibility Expert | Growth Marketing Manager

AEO • GEO • LLM Visibility • AI Agents Automation • B2B SaaS • Semantic SEO & Hybrid Search

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## PROFESSIONAL SUMMARY

AI-driven Growth Marketing Manager with 8+ years building search-led acquisition systems, AI content ecosystems, and marketing automation for B2B technology companies. Deep specialist in AI search optimization, AEO, GEO, and LLM AI visibility, with hands-on expertise designing scalable demand generation frameworks that bridge traditional SEO with the generative search paradigm.

Proven track record of 258% organic acquisition growth, achieving verified citation by ChatGPT, Perplexity AI, and Google AI Overviews across 50+ high-value semiconductor B2B queries, and building topical authority platforms from zero without backlink dependency. Built on the custom strategy (Answer–Entity–Cluster–Structure) for engineering AI-first content architecture in technical B2B markets.

## KEY PERFORMANCE HIGHLIGHTS

| 258% | 50+ | 25+ | 0→9K | 0→40K | ~50% |
|---|---|---|---|---|---|
| Organic Traffic Acquisition Growth | **Queries Cited by** ChatGPT & Perplexity AI | IP Pages Ranked Top-5 Globally | Organic Traffic Quarterly Logic-Fruit | Organic Traffic Quarterly FPGAInsights | Research Effort Reduction via AI Agents |

## VERIFIED LLM CITATION PROOF

*Logic Fruit Technologies appears as a cited vendor recommendation in responses by ChatGPT, Perplexity AI, and Google AI Overviews for the following live commercial queries, confirming successful penetration of AI knowledge graphs through structured AEO/GEO content architecture:*

| **Query / Keyword** (Queries Cited by LLM) | **ChatGPT** | **Perplexity AI** | **Google AI Overview** |
|---|---|---|---|
| → **PCIe Gen6 IP Core Vendors** | Cited | Cited | Cited |
| → **JESD204B IP Core Vendors** | Cited | Cited | Cited |
| → **ARINC 429 IP Core Providers** | Cited | Cited | Cited |
| → **FPGA IP Core Companies India** | Cited | Cited | Cited |
| → **PCIe IP Core Vendors** | Cited | Cited | Cited |
| → **FPGA Design Services Companies India** | Cited | Cited | Cited |

**Platform note:** *Logic Fruit is the only India-based semiconductor IP company with confirmed triple-platform LLM citation across all three major AI search engines for transactional B2B queries. All citations verified March 2026.*

## CUSTOM STRATEGY FOR AI SEARCH

| **Custom Strategy**<br><br>For Logic Fruit AEO/GEO Optimization | *A custom B2B content architecture strategy developed to optimize for both traditional and generative AI search engines simultaneously.*<br>**Answer:** Every page leads with a direct, structured answer to the primary query<br>**Entity:** Content built around named entities (protocols, IPs, standards) not just keywords<br>**Cluster:** Topics organised into semantic clusters anchored to parent IP/product pages<br>**Structure:** Schema markup and information architecture engineered for LLM extraction |
|---|---|

## CORE COMPETENCIES

| | |
|---|---|
| **AI Search & Visibility** | AEO • GEO / GIO • LLM Visibility Strategy • AI Search Architecture • Structured Content Modeling • AI Citation Optimization • Semantic SEO • Entity Optimization |
| **AI Marketing Systems** | AI Workflow Design • Prompt Engineering • AI Content Pipelines • Multi-Agent Operations • Research Automation • Make / Zapier / n8n |
| **Growth & Demand Gen** | Full-Funnel Demand Generation • CRO • Pipeline Attribution • MQL Optimization • Lead Nurturing Systems • A/B Testing • Landing Page Optimization |
| **SEO & Content Strategy** | Technical SEO • Topical Authority Building • Intent Mapping • Keyword Architecture • Content Cluster Strategy • Long-Tail Expansion • B2B Content Ops |

## PROFESSIONAL EXPERIENCE

**Logic Fruit Technologies |** *Mar 2021 – Feb 2026*
**Digital Marketing Manager** | Gurugram, India

- Delivered 258% organic acquisition growth (23.8K → 85.3K annual clicks) by engineering a full semantic SEO framework aligned with AI-first search behavior.
- Achieved consistent top 5-10 global rankings across 25+ high-value semiconductor IP pages by implementing structured content models optimized for both traditional and generative search.
- Designed and deployed AI-assisted content production workflows integrating LLM-based research, intent mapping, and brief generation, cutting content planning effort by ~50%.
- Built FPGAInsights.com from zero to 40K monthly organic visitors through deep topical authority strategy, with no backlink acquisition dependency.
- Architected marketing automation systems improving MQL quality, pipeline attribution clarity, and lead nurturing efficiency across multi-touch B2B journeys.
- Pioneered AEO/GEO content experiments testing structured formats, schema markup, and answer-first frameworks to improve AI citation probability in generative search environments.

## KEY AI-DRIVEN INITIATIVES

| | |
|---|---|
| **LLM Citation & GEO Visibility** | – 50+ queries cited across all 3 major AI platforms simultaneously<br>– The only India-based semiconductor IP company with triple-platform LLM visibility<br>– Queries include: PCIe Gen6, JESD204B, ARINC 429, FPGA IP India<br>– Achieved through AECS Framework, no paid promotion, no backlinks<br><br>*Built content architecture, achieving verified citation across ChatGPT, Perplexity AI, and Google AI Overviews for 6 transactional B2B semiconductor queries.* |
| **AI Search Content Transformation** | – 258% organic growth — 23.8K to 85.3K annual clicks<br>– 25+ semiconductor IP pages ranked globally top 5.<br>– Third-party citations from authors alongside Xilinx and Intel<br><br>*Rebuilt content architecture with semantic clustering and answer-first structures to optimize for AI-driven and traditional search simultaneously.* |
| **FPGAInsights Authority Platform**<br><br>[Sister website for Logic Fruit] | – 0 to 40K monthly organic visitors in 6 months<br>– 510K impressions — zero backlinks, zero paid traffic<br>– Content cited by external authors in technical FPGA publications<br><br>*Built a standalone FPGA knowledge platform from zero using topical authority and AI-assisted content operations.* |
| **AI-Assisted Research & Briefing Workflow** | – ~50% reduction in research and brief preparation time<br>– Accelerated publishing cadence across content pillars<br>– Systematically expanded long-tail topical authority<br><br>*Standardized topic discovery, intent mapping, and competitive analysis via LLM-powered briefing frameworks.* |

**SurveySensum** | *Mar 2019 – Mar 2021*
**Assistant Manager, Digital Marketing** | Gurugram, India

- Scaled organic traffic from 1,000 → 15,000 quarterly sessions through structured SEO strategy and content architecture.
- Implemented marketing automation via Zoho and HubSpot, improving MQL quality and accelerating mid-funnel conversion.
- Led full-funnel content optimization and A/B testing programs, improving overall conversion rate by 22%.
- Designed high-conversion landing pages and optimized blog UX for sustained engagement and reduced bounce.
- Managed LinkedIn-led B2B acquisition campaigns targeting enterprise decision-makers.

**ZeroHourCreatives** *Jul 2018 – Jan 2019*
**Digital Marketing Specialist** | New Delhi, India

- Executed on-page and off-page SEO strategies combined with competitive landscape analysis.

- Developed social growth strategies across Instagram, Facebook, and Twitter, growing combined audience reach.
- Supported cross-channel digital campaign content, creative briefs, and promotional initiatives.

**RPG Web Solutions | Apr** *2018 – Jul 2018*
**Digital Marketing Intern** | New Delhi, India
Foundational role covering SEO basics, content support, and digital campaign coordination.

## AI & MARKETING TECHNOLOGY STACK

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|---|---|
| **LLM & AI Search** | ChatGPT • Claude • Gemini • Perplexity AI • Microsoft Copilot • Grok • Phind • You.com • Meta AI |
| **AI Automation** | Make (Integromat) • Zapier • n8n • Microsoft Power Automate |
| **SEO & Analytics** | GA4 • Search Console • Looker Studio • Ahrefs • SEMrush • Screaming Frog • Sitebulb • Nightwatch • Surfer SEO • Frase • AlsoAsked • SparkToro |
| **CRM & Marketing Ops** | HubSpot • Zoho CRM • Mailchimp • ActiveCampaign |
| **Content Intelligence** | Frase • Surfer SEO • Notion AI • Writer.com |
| **AI Creative & Media** | Canva AI • Midjourney • Descript • ElevenLabs |

## CERTIFICATIONS

- **Google Analytics Certification** Google, *2025*
- **Google Digital Marketing & E-Commerce** Google, *2024*
- **HubSpot Content Marketing Certification** HubSpot Academy, 2025
- **SEMrush SEO Toolkit Certification** SEMrush, *2025*
- **ChatGPT 101** Growth School, 2024
- **GNIIT Cloud & Mobile Software Engineering** 2014–2016

## LANGUAGES & AVAILABILITY

**Languages:** English (Full Professional Proficiency) • Hindi (Native)
**Location:** Mehrauli, New Delhi, India
**Relocation:** Open to global remote work or relocation in North America, Europe, APAC, or the Middle East. Visa sponsorship welcomed.