PAYAL ROY CHOUDHURY

Digital Marketing & AI Project Manager | AI Marketing Automation | SEO, AEO/GEO & Performance Marketing | Employer Branding

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PROFESSIONAL SUMMARY

Digital marketing and project management professional with **14+ years** across agency, ed-tech and IT services, and an **MBA in Marketing**. Lead **AI-first client delivery** at Social Orange, Bangalore: websites built with AI, **AI WhatsApp chatbots** that qualify leads, generative-AI creatives and video, **SEO and AEO/GEO** (visibility in ChatGPT and Google AI answers), and **Google, Meta and ChatGPT Ads** for 10+ concurrent accounts in healthcare, D2C, real estate, ed-tech and B2B. 5 years of **employer branding** leadership at Mphasis and Sonata Software. Turns a brief into a plan, a live campaign and a clear report, while running designers, developers, writers and external agencies.

CAREER HIGHLIGHTS

- Built a **291-page programmatic SEO** engine for the agency's own website, with daily automated indexing checks across Google Search Console, GA4 and Bing.
- Rebuilt Google Ads lead tracking for an automotive-services client so only real WhatsApp conversations count as conversions: **112 offline conversions** accepted on day one via Google's Data Manager API, zero rejected.
- Set up and continuously trained an **AI WhatsApp chatbot** that qualifies inbound ad leads for a home-furniture sourcing brand and hands serious buyers to sales.
- Ran an **AEO/GEO (AI search visibility)** campaign: tested 218 companies' presence in ChatGPT answers and built personalised 5-step outreach for the 120 that were missing.

CORE SKILLS

AI & Automation: Generative AI, AI Marketing, Prompt Engineering, AI Agents & Agentic Workflows, AI Chatbots, Conversational AI, WhatsApp Business API, Marketing Automation, Lead Response Automation, AI Content Creation, AI Image Generation, AI Video Production, AI Transcription

Search (SEO / AEO / GEO): Search Engine Optimization (Technical, On-Page, Off-Page, Local), Programmatic SEO, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), AI Search Visibility, Schema Markup, llms.txt, Keyword Research, Keyword Cannibalization, E-E-A-T, Backlink Strategy, Google Business Profile

Performance Marketing: Google Ads (Search, Performance Max, Demand Gen, YouTube Ads), Meta Ads (Facebook & Instagram), Click-to-WhatsApp Ads, ChatGPT (OpenAI) Ads, PPC, SEM, Lead Generation, Conversion Tracking, Offline Conversion Import, Meta Conversions API (CAPI), Audience Targeting, Bid & Budget Optimization

Web & E-commerce: AI-Assisted Website Development, Landing Page Design, Conversion Rate Optimization (CRO), Shopify, WordPress, Netlify, Cloudflare Pages, Product Catalog & PDP Optimization, E-commerce SEO

Social, Content & Video: Social Media Strategy, Content Marketing, Content Calendars, Copywriting, Carousels & Reels, YouTube Strategy, Video Editing, Influencer Marketing, Creator Discovery, Brand Guidelines, Creative Operations

Outbound & CRM: Cold Email Outreach, Email Marketing, Email Sequences, Apollo.io, Smartlead, Lead Nurturing, Perfex CRM

Management: Digital Project Management, Campaign Management, Client Servicing, Stakeholder Management, Proposal Writing & Pitch Decks, Pricing Strategy, Client Onboarding & SLAs, Team Leadership, Agency & Vendor Management, Performance Reporting

Employer Branding: Employer Branding, Talent Branding, EVP, Recruitment Marketing, Careers Site, Glassdoor, Diversity Hiring Campaigns, Employee Referral Campaigns, Internal Communications, Onboarding Content

Compliance: Healthcare Advertising Compliance (NMC Guidelines), Google Ads & Meta Advertising Policies

Languages: English, Hindi, Bengali

Tools: ChatGPT, Claude / Claude Code, Google Gemini, Google Flow (Veo), OpenArt, FLUX, Whisper, Google Ads, Meta Ads Manager, OpenAI Ads Manager, Google Analytics 4 (GA4), Google Search Console, Bing Webmaster Tools, Shopify, WordPress, Elementor, Netlify, Cloudflare Pages, Metricool, Canva, CapCut, Meta Business Suite, Meta Creator Marketing Hub, Apollo.io, Smartlead, Perfex CRM

PROFESSIONAL EXPERIENCE

Senior Project Manager (Digital Marketing & AI)

Apr 2024 – Present

Social Orange (SocialOrange.in), Bangalore | Digital marketing agency, 10+ concurrent client accounts

AI websites & landing pages

- Built and launched websites and conversion-focused landing pages with **AI coding assistants (Claude Code)** on Shopify, WordPress, Netlify and Cloudflare Pages, covering copy, design, deployment and lead-form tracking.
- Moved a men's apparel e-commerce brand onto a new **Shopify** theme: bulk-updated 528 product variants, wrote SEO copy for 53 category pages, fixed colour-swatch behaviour across 108 product pages and synced Myntra ratings and reviews to the store.

AI WhatsApp chatbots & lead automation

- Set up and trained an **AI WhatsApp lead-qualification chatbot**: wrote its knowledge base and qualifying playbook, reviewed real chat transcripts with the client, and shipped fixes for over-questioning, human handoff and small-lead filtering.

- Built a training loop that turns the client's WhatsApp feedback (screenshots and voice notes) into AI-transcribed, reviewed updates to the chatbot.
- Automated **inbound-lead response** so every website enquiry gets a researched, personalised email and WhatsApp message within minutes; ran personalised bulk **WhatsApp campaigns** through the WhatsApp API.

Performance marketing: Google, Meta & ChatGPT Ads

- Managed **Google Ads** (Search, Performance Max, Demand Gen / YouTube) and **Meta Ads** for healthcare, interiors, automotive-services and ed-tech clients, including **Click-to-WhatsApp** campaigns across 4 cities.
- Rebuilt **conversion tracking** so real WhatsApp chats, not button taps, count as Google Ads conversions (taps had been ~70% of recorded conversions); set up the offline upload via Google's Data Manager API.
- Ran **ChatGPT (OpenAI) Ads** for a Bangalore interiors brand across 7 micro-market ad groups, and launched a YouTube-to-WhatsApp **Demand Gen** campaign using the brand's home-tour reels.
- Cut wasted spend with negative keywords and budget shifts, and brought a cosmetic-surgery client's website and ads in line with the new **NMC advertising guidelines**.

SEO, AEO/GEO & content

- Ran the agency's **programmatic SEO** engine (291 pages, daily indexing checks) and fixed **keyword cannibalisation** by consolidating 43 overlapping pages.
- Created **AEO/GEO audits** that test whether a brand appears in ChatGPT answers to its buyers' questions, fixed through schema markup and llms.txt, and pitched them to 120 companies across the US, UK, India and UAE.
- Planned backlink and E-E-A-T programmes, wrote and published SEO blogs, set up Google Search Console for new accounts and automated daily **Google Business Profile** posts.

Social media, creative & AI video

- Planned monthly **social media calendars** (up to ~60 posts a month per brand) and bulk-scheduled them across Instagram, Facebook, LinkedIn and Google Business Profile with Metricool.
- Produced on-brand creatives and carousels with **AI image generation** (OpenArt, FLUX, Gemini) and reusable design templates, including 56 AI logo concepts for a surgeon's personal brand.
- Made **AI brand films** with Google Flow (Veo) and AI-edited reels (auto-captions, cut-outs, motion graphics); set up a **15-videos-a-month YouTube** production system.
- Shortlisted 25 Bengaluru Instagram creators (paid and barter) for a D2C brand through Meta Creator Marketing Hub, and built **creative handover kits** to onboard new designers onto 4 client accounts.

Client servicing & new business

- Wrote and presented 20–28 slide **proposal decks** with tiered pricing; onboarded new clients with SLAs, access checklists and invoicing in Perfex CRM.
- Ran client calls, action trackers and monthly reports; coordinated in-house designers, developers, writers and external vendors to deadlines; ran **cold outbound** with Apollo.io and Smartlead.

Manager – Talent Branding
Sep 2023 – Feb 2024

Sonata Software

- Streamlined the talent branding process and planned **employee referral marketing** campaigns to grow referral hiring.
- Ran organic and paid social campaigns for **diversity hiring**.
- Created internal mailer templates and a new-joiner handbook to improve onboarding.

Lead – Talent Branding
Dec 2018 – Jun 2023

Mphasis

- Built and maintained the **employer brand** through content marketing, employee storytelling, social media, campaigns, the careers site and Glassdoor.
- Produced branding material for job fairs, hackathons and webinars.
- Reported employer-branding metrics to senior leadership, sourced content from cross-functional teams and managed external agencies for on-time delivery.

Online Marketing Consultant | Social Orange, Bangalore
Jan 2017 – Nov 2018

- Managed and trained an **8-member online marketing team**; prepared and executed marketing plans to grow the business.
- Handled SEO and content management for multiple client websites.

Digital Marketing Consultant | Zamstars
Sep 2015 – Dec 2016

- Ran **SEO and PPC** campaigns for multiple B2C client websites, with monthly and quarterly performance reports.

SEO Specialist | KnowledgeHut
Feb 2013 – Sep 2015

- Owned website **SEO**; generated and tracked online sales through organic and paid campaigns.

Marketing Manager | Simplilearn
Oct 2011 – Jan 2013

- Generated sales through **LinkedIn marketing**, email campaigns and off-page SEO.

EDUCATION

MBA, Marketing – AMC Engineering College, Bangalore — 2009 – 2011
BBM (Bachelor of Business Management) – AMC College, Bangalore — 2006 – 2009
Schooling – Kendriya Vidyalaya