# Rohan Srivastava Reddit Marketing & AEO Consultant

**I help B2B brands become the answer buyers find, on Reddit and inside AI search.** Currently at Growth Marketing Pro, managing Reddit and AEO execution for 20+ top US brands across industries. Eight years in marketing underneath that: Reddit operations, SEO and AEO, community building, founder ghostwriting, and GTM for B2B SaaS. Every number below is real and links are live in the full portfolio.

| | | | |
|---|---|---|---|
| **20+**<br>US brands managed now<br>at Growth Marketing Pro | **2,395**<br>AI citations, one asset<br>GMP Bonfire result | **700K+**<br>LinkedIn impressions<br>6+ founder accounts | **5K+**<br>Subreddit built solo<br>r/AIAgentsStack |

## I. Growth Marketing Pro

1. Reddit & AEO, account management

CURRENT

US organic-growth agency. I manage Reddit and AEO delivery across 20+ top US brands spanning real estate, SaaS, consumer, and services.

- Own account management for a client portfolio: subreddit strategy, placements, compliance rules, and reporting.
- Place around 50 branded comments a week across client subreddits, matched to each community's voice and rules.
- Track and improve brand citations in ChatGPT, Perplexity, Gemini, and Google AI Overviews.
- Run warmed, healthy account infrastructure and keep placements live against quality standards.

2. Flagship result: Bonfire Ventures

GMP took Bonfire Ventures from near-zero visibility to the #1 cited venture firm in AI search in under seven months, with the Reddit and community layer feeding the AI citations. [1]

- Share of voice in AI answers rose from 0% to 16%, brand coverage from 0% to 43%.
- "Best Seed Investors for SaaS" was cited 2,395 times by AI platforms, two more assets at 475 and 305.
- 423% more search clicks, 734% more impressions, and a 10x increase in AI referral traffic.
- Reached #1 for priority investor keywords, with Reddit and community engagement building the off-site mentions AI systems use as authority signals.

## II. Scalerrs

1. End-to-end Reddit for a $2M ARR SaaS agency

Ran Reddit marketing for Scalerrs, a San Francisco SEO and AEO agency and one of the first to offer Reddit as a dedicated service line. Worked across their entire Reddit operation: account infrastructure, client workflows, and content systems.

- Designed the full Reddit ops system in Airtable, from subreddit discovery through posting cadence to client reporting.
- Deployed Styfen and Mention for real-time brand and keyword monitoring across target subreddits.
- Built account warming protocols and content templates for client-ready campaigns.
- Worked across accounts for clients including Morgen, Pabau, and MediaValet.

2. AEO tracking at Scalerrs

Monitored and improved how client brands appeared in ChatGPT, Perplexity, Gemini, and Google AI Overviews, using Profound and manual prompt testing. Tracked mention frequency and sentiment, found gaps where competitors were cited but clients were not, and fed findings back into content and Reddit strategy.

## III. Community building

1. r/AIAgentsStack, zero to 5K

Built r/AIAgentsStack from zero to 5,000+ weekly visitors and 3,000+ members for Markopolo.ai. Solo build: naming, rules, content seeding, growth, and moderation.

- Drove 15 to 20 product demos per week as a top-of-funnel engine for Markopolo's AI products.
- 100K+ Reddit impressions across the subreddit and cross-posted threads.

- Ran founder-voice posts in relevant subreddits to drive organic discovery.

2. Other community and Reddit work

- Facets.cloud: founder-voice posts in r/devops and webinar promotion in r/kubernetes, plus a 200+ member Slack community.
- Masters Union: Reddit reputation management campaign with Inagiffy.
- MFStack: grew a WhatsApp channel to 100+ members.

## IV. SEO, AEO & content

1. Rankings and search results

- Facets.cloud: published 2 bottom-of-funnel blogs a day, ranked #2 for "KubeCon India" and drove 10,000+ visitors, plus competitor-displacement keywords like "Humanitec Alternative."
- Markopolo.ai: ranked for "Best CDP + AI SDR with multilingual Voice agent," tying search intent to product capability.
- MFStack: content strategy and blog publishing.

## V. Founder ghostwriting & LinkedIn

1. Sprynte Labs, 700K+ impressions

Built a LinkedIn content engine for B2B SaaS founders, ghostwriting for 6+ accounts and generating 700K+ total impressions. Each founder got a voice-matched system: ICP research, topic calendars, drafts in their voice, and distribution.

| FOUNDER | CONTEXT | ENGAGEMENT |
|---|---|---|
| Tasfia Tasbin | Founder | 12K+ followers |
| Raja Rao DV | Sourcegraph | 500+ likes/post |
| Anshul Sao | Facets.cloud | 4.3K followers |
| Satya Kanukuntla | Founder | 2K followers |
| Dylan Hey | Meenank | 10K followers |

Also built employee advocacy content at Facets.cloud for KubeCon India, with a single employee post hitting 345+ likes.

## VI. Other channels

1. X, DevRel, GTM, and video

- X and Threads: 30+ threads for Eric Koester featuring Noah Kagan, Steve Huffman, and Jim Kwik; founder accounts for

Prastut Kumar, Ratnakar, and Raja Rao DV.

- KubeCon India 2024: documented the conference for 1,000+ likes, 700K+ impressions, and 20 qualified SQLs, plus a CXO event with 30+ attendees and CTO roundtables in New York and the Bay Area.
- Markopolo.ai GTM: owned growth across MENA and US markets, 15 to 20 demos per week.
- Totem (White.inc): drove $57K+ revenue, up 36.9%, via email, push, and influencer partnerships.
- Short-form video: brand accounts for Bookleaf Publishing, Frido, and Ember Cookware; earlier 900% Instagram growth for FlexiFunnels.

## VII. Toolstack & background

1. Tools

| CATEGORY | TOOLS |
|---|---|
| Reddit & AEO | Styfen, Mention, F5Bot, GummySearch, Profound |
| SEO & analytics | Ahrefs, SEMrush, GA4, Search Console, Clearscope, SurferSEO |
| Outreach & CRM | Apollo, HeyReach, Instantly, Lemlist, HubSpot, Clay |
| Automation & ops | Make.com, Zapier, Airtable, Notion, ClickUp, n8n |
| AI & design | ChatGPT, Claude, Perplexity, Cursor, Figma, CapCut |

2. Background

- Eight years working in marketing across agencies, in-house, and freelance.
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