

The Long-Game Career Playbook

4 moves to build a career that lasts, from Dipa Gandhi, Director of SEO at 99 Calls

1

PLAY 1**KEEP AN OPEN MIND**

Dipa went from a master's in animal physiology and HIV research to Director of SEO. The major you commit to at 20 rarely becomes the rest of your life. If you find yourself passionate about something else, follow it. It is never too late to change lanes, and the best paths almost never run in a straight line.

2

PLAY 2**DIG DEEPER THAN YOUR TASKS**

When Dipa started, she did not even know what SEO was. She was changing business hours and tweaking websites until she asked a better question: what is this work actually called? That one shift sent her researching the field and its key players until she became the expert. Treat your day to day like your own case study.

3

PLAY 3**SEND THE AWKWARD REQUEST**

Early on, Dipa's network was basically friends and family, and every connection request came with a second thought: who am I to ask this person to connect? She sent them anyway. Following the right people, podcasts, and newsletters daily is how she keeps up with a field that changes almost weekly. Now it feels completely normal.

4

PLAY 4**COMMUNICATE TO WIN**

Asked for the number one soft skill for 2026, Dipa did not pick anything technical. She said communication: speaking in public, one on one, and in writing online. Being able to communicate well will carry you further than any technical skill you have. It is the most underrated edge in marketing right now.

"You follow what you're passionate about and success will come."

— Dipa Gandhi, Director of SEO @ 99 Calls

Want the full conversation? Watch The BroxtenDigital Show on YouTube.



YouTube: The BroxtenDigital Show



LinkedIn: [linkedin.com/in/broxten-davis-6b050a239](https://www.linkedin.com/in/broxten-davis-6b050a239)

