




Ashuthosh Dubey

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Professional Summary

Recent CS graduate with 6 months of content marketing experience at a B2B SaaS company. Created technical blog posts that rank on Google's first page and managed content using Webflow. Experienced with SEO tools like Ahrefs and SEMrush. Interested in digital marketing roles where I can apply both technical and creative skills.

Marketing Skills

Content: Technical blog writing, API documentation, tutorials, social media copywriting

SEO & Analytics: Ahrefs, SEMrush, Google Analytics, keyword research, content optimization

Tools: Webflow, social media platforms, Git, Postman

Technical: HTML, CSS, JavaScript, Python, SQL

Experience

Content and Product Marketing Intern

FastPix

Aug 2024 – Feb 2025

- Published 3 weekly blog posts driving 40% increase in organic traffic to developer documentation pages
- Created technical content and guides that generated 25+ qualified leads from developer community
- Managed content calendar using Webflow and coordinated with product team for feature releases
- Analyzed content performance with Google Analytics to optimize SEO strategy and improve rankings
- Drafted social media posts for LinkedIn and Twitter announcing product features and updates

Teaching Assistant - Python

International Finishing School

Jun 2022 – Aug 2022

- Explained technical concepts to students through presentations and written materials
- Created educational content including practice problems, guides, and documentation
- Organized lab sessions and managed communication between students and instructors

Content Portfolio & SEO Results

Technical Blog Posts | *SEO Content Writing*

- Wrote "Video Streaming with Capped CRF" article that ranks #1 on Google for target keywords
- Published "GPUs vs VPUs for Video Processing" ranking #4 on Google search results
- Optimized documentation pages with SEO keywords using Ahrefs and SEMrush for keyword research
- Reduced developer support tickets by 25% through clear documentation and troubleshooting guides

Long-Form Tutorials | *Product Education Content*

- Created "How to Build an E-Learning Platform Like Udemy" tutorial with implementation guide
- Wrote "How to Build a Live Sports Streaming App Like ESPN+" with code examples
- Managed weekly content calendar ensuring consistent publishing schedule with Webflow CMS
- Tracked content performance using Google Analytics to identify high-performing topics

Technical Projects

Locale | *TypeScript, React, Node.js, PostgreSQL*

- Built event discovery web app with search and filtering features for local entertainment
- Integrated Ticketmaster API to display real-time event data and ticket availability

AudioCast | *Java, H2 Database*

- Developed desktop application for managing and searching through transcript collections
- Added text-to-speech features to improve accessibility for users

Education

B.Tech in Computer Science & Engineering (AIML)

Dec 2021 – Jul 2025

Keshav Memorial Institute of Technology, Hyderabad

CGPA: 8.4/10.0

- Relevant Coursework:** Algorithms, Data Structures, Machine Learning, Web Development, AI