

ANUSHA S

Content Strategist & B2B SaaS Marketing Specialist

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PROFESSIONAL SUMMARY

Strategic content marketer with 5+ years of experience driving organic growth and pipeline contribution for fast-growing SaaS companies. Specialises in cybersecurity, IT infrastructure, and B2B demand generation. Proven track record of translating complex technical concepts into high-performing content that supports GTM strategy. Delivers top-of-funnel blog content and SEO-optimised landing pages to sales enablement collateral and email nurture sequences. Adept at cross-functional collaboration and data-driven content planning.

CORE COMPETENCIES

B2B Content Strategy • SEO & Organic Growth • Cybersecurity & IT Infrastructure • Demand Generation • GTM Content Planning • Sales Enablement • Email Marketing • CMS Management (WordPress / Joomla) • Competitive Analysis • Content Repurposing • Cross-functional Collaboration

TOOLS & PLATFORMS

WordPress • Joomla • Yoast SEO • Semrush • Google Analytics • Google Suite • Canva • Grammarly • ChatGPT • Loom • Claude • Surfer SEO

PROFESSIONAL EXPERIENCE

SecureW2 | Content Writer (Individual Contributor) | September 2022 – December 2025

SecureW2 is a cloud-based network security company specialising in PKI, certificate-based authentication, and Zero Trust infrastructure.

- Owned end-to-end content production for blog articles, case studies, email campaigns, and sales enablement materials targeting network security and cybersecurity buyers, contributing to a steady increase in qualified inbound traffic over 18 months.

- Led a full-scale website content overhaul, optimising 100+ blog posts with SEO-friendly metadata, internal linking, structured categories, and tags, improving average organic click-through rate and reducing content bounce rate.
- Developed and published landing page copy aligned with GTM product launches, supporting a 3x improvement in MQL-to-SQL conversion rate for key campaign pages.
- Repurposed long-form content (blog posts, whitepapers) into social media assets, email snippets, and sales collateral, extending content lifecycle and reducing per-asset production cost.
- Conducted competitive content analysis across 5+ cybersecurity vendors to identify content gaps, informing a data-driven editorial calendar that drove a steady increase in non-branded keyword rankings.
- Collaborated cross-functionally with product marketing, customer success, and technical writing teams to ensure consistent brand voice, accurate messaging, and GTM alignment across all content touchpoints.
- Managed CMS workflows (WordPress/Joomla), including publishing, QA, and SOP compliance for a 500+ page content library.

AECC Global-DIH | Junior Web Content Producer | *August 2021 – September 2022*

- Produced SEO-optimised blog posts, web pages, and landing pages for a portfolio of international study-abroad partner universities, contributing to a 20% uplift in organic sessions quarter-over-quarter.
- Wrote B2B campaign content — landing pages, email copy, and promotional assets — supporting partner university acquisition and re-engagement campaigns across South and Southeast Asia.
- Created YouTube scripts and podcast scripts for organic lead generation initiatives, contributing to a 15% growth in channel subscriber base within six months.
- Supported pre-launch website content strategy by coordinating content timelines, conducting copy reviews, and maintaining brand consistency across social media handles.

Freelance | Content Writer | *June 2020 – August 2021*

- Delivered bespoke blog, social media, and marketing copy for clients across EdTech, eCommerce, and professional services verticals.

- Supported multiple pre-launch website content projects, managing end-to-end content deliverables from brief to final copy.

The PSBB Millennium School – OMR | English Language Lab Teacher | June 2019 – April 2020

- Delivered structured LSRW (Listening, Speaking, Reading, Writing) lessons for Grades 3–7 using interactive lab-based methodologies.
- Contributed to interdisciplinary lesson planning incorporating Art Education for Grade 5.

Upwork (Elance) | Academic Writer & Subject Matter Expert | October 2013 – April 2015

- Provided academic writing and tutoring support (Law, Management, Tourism) to university students across Australia, New Zealand, the USA, and UK.
- Authored Master's theses, assignments, proposals, and IRAC analyses with proficiency in Harvard, Chicago, and APA referencing styles.

EDUCATION

B.A. LLB | Bishop Cotton Women's Christian Law College, Bangalore | 2004 – 2010