

SUROJOY GUPTA

Senior Cybersecurity Strategist | Content Manager

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EXECUTIVE SUMMARY

Seasoned cybersecurity strategist with 14+ years of experience specializing in cybersecurity, IT and fintech sector challenges and executive communication. Expert at bridging the gap between deep technical concepts and C-suite decision-making through ROI-focused insights on compliance and threat resilience. Proven track record in managing the full content lifecycle and translating complex technical data into high-impact B2B strategies that drive lead generation and brand authority.

Technical & Core Competencies:

- **Cybersecurity Strategy:** Pentest Reporting (75+ monthly), Threat Intel (APT/TTPs), Ransomware Analysis, CISO Consultation.
- **Deep Domain Knowledge:** ISO27001 and SOC2 compliance and cybersecurity security frameworks.
- **Strategic Marketing:** SEO/GEO/AEO, Inbound/Outbound Lead Gen, B2B Brand Marketing, and Social Media Growth.
- **Leadership & Agile:** Cross-functional team management, Jira/Agile workflows

WORK EXPERIENCE

Content Manager | HackerContent

Oct 2025 - Jan 2026

- Drive organic traffic growth for global cybersecurity leaders by repurposing technical whitepapers into executive-level LinkedIn and X thought leadership content.
- Lead international team collaboration and social media architecture using Metricool, OpusClip AI, and Slack to streamline content delivery.

Technical Writer | Securin Inc.

Jun 2021 - Jul 2025

- **Compliance Governance:** Single-handedly managed QA and editing for 75+ technical penetration test reports monthly, ensuring alignment with C-suite expectations and industry compliance.
- **Executive Intelligence:** Co-authored flagship 2021-2022 Ransomware Reports and 10+ long-form whitepapers.
- **Business Impact:** Consulted directly with SMEs to refine content strategies, improving inbound lead generation and media mentions by 15%.
- **Tactical Analysis:** Analyzed complex nation-state campaigns (APT TTPs) to produce 25+ high-performing technical articles with 250+ average shares.

Editor (ELT Schools) | Orient BlackSwan

Sep 2011 - Mar 2020

- **Product Innovation:** Co-led the development of a Virtual Learning Environment (VLE) integrating AR/VR and 3D content for complex conceptual learning.
- **Operational Leadership:** Oversaw the end-to-end lifecycle of 16+ educational textbooks, managing external authors and illustrators via Agile workflows.
- **Market Growth:** Partnered with Sales to execute Go-To-Market (GTM) strategies through on-site workshops and executive presentations.

EDUCATION

Master of Arts in English Literature Jadavpur University, Kolkata	Jun 2009 - May 2011
Bachelor of Arts in English Literature Jadavpur University, Kolkata	Jun 2006 - May 2009

CERTIFICATIONS

Google Cybersecurity	Ongoing
AI Tools for Marketing	July 2025
Graphic Design Specialization (CalArts)	July 2020
PG Diploma in Editing and Publishing Jadavpur University, Kolkata	Dec 2009 - Apr 2010

- Relevant coursework in book design, book marketing, editing, and publishing arts.

TECHNICAL STACK

- **Governance & Workflow:** Jira, Zoho CMS, HubSpot CRM
- **AI & Data:** Gemini, Claude, ChatGPT, SEMRush, Hemmingway, Wordsworth, Dall E, Make.com, Google Analytics, Perplexity, OpusClip AI.
- **Content & Design:** WordPress (HTML5), Canva, Photoshop, Nano Banana