

Surojoy Gupta

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EXECUTIVE SUMMARY

Seasoned Content Strategist and Consultant with extensive experience leading cross-functional teams and managing complex content workflows. Adept at bridging the gap between technical SMEs and C-suite decision-makers, with a strong background in Agile project management and product innovation. Expert at aligning content architecture with revenue KPIs and executing GTM strategies that drive brand authority.

WORK EXPERIENCE

Content Specialist / Consultant Freelance • Dec 2025 – Present

- SEO and content architecture (technical SEO, topic clustering and intent-led frameworks)
- Full-funnel LinkedIn growth strategy and posting aligned with revenue KPIs
- Conversion and performance optimization using data and analytics
- AI-assisted SEO and GEO for LLM-driven visibility
- Long-form, in-depth blogs on cybersecurity topics such as deepfakes, CI/CD, DevSecOps, Shift-Left, etc
- Bringing strategic yet hands-on approach towards content marketing, combining data, experimentation and execution.

Content Manager HackerContent • Oct 2025 – Dec 2025

- Created a reusable LinkedIn content framework that drove 12% monthly traffic growth for global cybersecurity leaders and continued generating sustained engagement after departure.
- Automated content scheduling with Metricool, cutting manual posting time by 40–60% while maintaining high engagement; leveraged OpusClip AI to repurpose content from hours to minutes, delivering 15 social media posts for 2 clients with international team collaboration.

Technical Writer Securin Inc. • Jun 2021 – Jul 2025

- Compliance Governance: Single-handedly managed QA and editing for 75+ technical penetration test reports monthly, reducing report turnaround time by 25%, cutting manual review time by 40%, and improving first-pass quality by 50%.
- Co-authored 15+ whitepapers that contributed to a 20–30% reduction in sales cycles for the security services pipeline.
- Collaborated with product managers to craft positioning statements for threat-intelligence platform and security services offerings, resulting in 15% higher win rate against competitors and 10–20% increase in qualified leads.
- 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: Led AR/VR-enhanced VLE rollout that achieved 10% higher adoption rates and 15–25% increase in user engagement, informing GTM strategy and market positioning for subsequent digital learning products.
- Operational Leadership: Managed 16+ educational textbooks and 10–15 external authors/illustrators via Agile workflows, achieving 20% improvement in contributor satisfaction and on-time delivery.
- Market Growth: Partnered with Sales to execute Go-To-Market (GTM) strategies through on-site workshops and executive presentations.
- Digital Engagement: Introduced user feedback surveys to track content interaction, revealing 10–15% improvement in student engagement after redesign, informing iterative content optimization strategies.

EDUCATION

Master of Arts in English Literature Jadavpur University
May 2011

B.A. in English Literature Jadavpur University
May 2009

CERTIFICATIONS

Google Cybersecurity Ongoing
Yuva AI Govt of India | Jun 2026
AI Tools for Marketing Jul 2022
Graphic Design Specialization CalArts | Jul 2020
PG Diploma in Editing and Publishing Jadavpur University, Kolkata | Apr 2010
Relevant coursework in book design, book marketing, editing, and publishing arts.

TECHNICAL STACK

Governance & Workflow: Jira, Zoho CMS, HubSpot CRM, Atlassian, Slack, Metricool
AI & Data: Gemini, Claude + Claude Code, ChatGPT, Wordsworth, Make.com, Google Analytics, Perplexity, OpusClip AI
Content & Design: WordPress, HTML5, Canva, Photoshop, Nano Banana