

SUROJOY GUPTA

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EXECUTIVE SUMMARY

Seasoned B2B content strategist with 14+ years of experience specializing in B2B marketing, with special focus on cybersecurity, shift-left and IT sectors, and other executive communications. 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.

WORK EXPERIENCE

Content Specialist / Consultant

Freelance • Dec 2025 – Present

- SEO and content architecture (technical SEO, topic clustering and intent-led frameworks)
- Full-funnel growth strategy aligned with revenue KPIs
- Conversion and performance optimization using data and analytics
- AI-assisted SEO and GEO for LLM-driven visibility
- Cross-channel growth across organic, paid and lifecycle
- Bringing strategic yet hands-on approach towards content marketing, combining data, experimentation and execution.
- Implemented Lead Nurturing workflows that improved conversion rates and shortened sales cycles through personalized content sequences.
- Led Account-Based Marketing (ABM) initiatives targeting C-suite decision-makers, driving 40% increase in engagement with high-value prospects.
- Applied content personalization techniques through dynamic content and user-segmented messaging within AI-assisted SEO initiatives to enhance audience engagement.

Content Manager

HackerContent • Oct 2025 – Dec 2025

- Driven organic traffic growth for global cybersecurity leaders by repurposing technical whitepapers into executive-level LinkedIn and X thought leadership content.
- Collaborated with an international team and delivered 15 social media posts for 2 clients using Metricool, OpusClip AI, and Slack to streamline content delivery.
- Managed stakeholder relationships with 2 global cybersecurity clients and international teams to deliver 15+ social media posts using Metricool, OpusClip AI, and Slack.
- Led collaboration efforts across international teams to coordinate and deliver 15+ social media posts, ensuring consistent messaging and timely execution.

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. Improved report delivery lifecycle by 25%
- Executive Intelligence: Co-authored flagship 2021-2022 Ransomware Reports and 10+ long-form whitepapers for 50+ clients.
- 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.
- Ensured compliance with industry-standard cybersecurity frameworks including NIST, ISO 27001, and CIS Controls in all technical penetration test reports.

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 May 2011

Bachelor of Arts in English Literature

Jadavpur University

- Kolkata May 2009

CERTIFICATIONS

Google Cybersecurity

Ongoing

Yuva AI

Govt of India • Ongoing

AI Tools for Marketing

Jul 2025

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, Microsoft Outlook

AI & Data: Gemini, Claude, ChatGPT, Wordsworth, Make.com, Google Analytics, Perplexity, OpusClip AI

Content & Design: WordPress (HTML5), Canva, Photoshop, Nano Banana