

Amandeep Suter

CONTENT MARKETER

Remote, India

+91 7000454566

amanx08@gmail.com

[Portfolio](#)

SUMMARY

8 years building content for B2B SaaS and AI companies. Specialty in closing the gap between what brands want to say and what buyers actually need to hear. I create content that earns attention at the top and accelerates decisions at the bottom.

RELEVANT WORK EXPERIENCE

Freelance Content Marketer (Remote)

June 2025 - Jan 2026

- Developed content strategy and keyword research framework for [CodeAnt AI](#), an early-stage developer tools startup, laying the foundation for organic growth.
- Built SEO landing pages, guides and long-form technical content for [Aegis Softtech](#) across Microsoft Fabric, ServiceNow, and Snowflake verticals.
- Produced long-form B2B content for [Techment](#), covering enterprise AI, data engineering, and digital transformation for a global tech services audience.

Senior Content Writer, [Boring Marketing](#) (Remote)

Apr 2024 - May 2025

- Led content strategy for 10+ global SaaS, health-tech, and e-commerce brands, aligning SEO, positioning, and product messaging with growth goals.
- Built and executed a focused SEO roadmap that helped **3X4 Genetics grow organic traffic by 400%** within a year by targeting high-intent search queries.
- Developed sales enablement content, including landing pages, case studies, and comparison guides, that improved lead-to-MQL conversion rates **by 28%** and gave sales teams sharper resources for buyer conversations.
- Ghostwrote long-form content and newsletters for **The Boring Marketer**, translating complex marketing ideas into accessible thought leadership.
- Partnered with founders and product teams to ensure technical accuracy and clarity across content covering workflows, scalability, compliance considerations, and enterprise use cases.

Content Editor, [Bazoom](#) (Remote)

May 2022 - Jan 2024

- Managed a structured editorial pipeline across SaaS and B2B markets, maintaining quality and consistency at scale.
- Integrated AI-assisted workflows, including Claude-based custom agents, into editorial processes to improve efficiency without compromising tone or rigor.

- Enforced content quality benchmarks across a distributed writing team, maintaining a **93% approval rate**.
- Refined narrative positioning and structural clarity across long-form B2B content for global clients.

Content Marketer, [Bots & People](#) (Remote)

May 2022 - Mar 2023

- Worked directly with founders and subject-matter experts to translate automation workflows and AI-led solutions into clear, business-facing narratives.
- Supported content distribution across LinkedIn and newsletters to build brand presence in B2B and GTM communities.
- Created cross-format content across blogs, newsletters, landing pages, and social.
- Reduced **content turnaround time by 50%** by integrating structured AI-assisted workflows without compromising clarity or editorial quality.

Senior Content Writer, [Ranolia Ventures](#) (Remote)

Feb 2021 - Oct 2021

- **Increased e-commerce sales by 35%** and improved add-to-cart rate by 18% by restructuring product storytelling and clarifying value propositions across key categories.
- Worked closely with designers and developers to revamp Shopify storefronts, aligning content structure with UX and conversion goals to ensure copy and design felt cohesive.
- Owned messaging consistency across product pages and supporting assets, balancing performance-driven copy with long-term brand clarity.

EDUCATION AND TRAINING

Bachelor's of Design, Accessory Design

[National Institute of Fashion Technology \(NIFT\)](#)

TECHNICAL SKILLS

- **Content Strategy:** Editorial Planning, Messaging Frameworks, Brand Voice Development, Case Studies, Executive Thought Leadership, Content Positioning
- **Writing & Editing:** Narrative Structuring, Long-form Content, SME Interviews, Founder Ghostwriting, Copy Editing, Structural Editing
- **Distribution & Performance:** LinkedIn Strategy, On-page Optimization, Search Intent Mapping, Google Search Console, SEMrush, Ahrefs
- **Content Systems & CMS:** WordPress, HubSpot, CMS Platforms
- **Collaboration & Workflow:** Slack, Notion, Google Workspace
- **AI & Analytics:** ChatGPT, Claude, Custom AI Agents, AI-assisted Editorial Workflows, Google Analytics, Content Performance Tracking
- **Design & Video:** Canva, InVideo, AI Video Generation, Adobe Illustrator