GOWSIKA VADIVEL

AI-Native Product & Content Marketer | Go-to-Market Strategy | Content-Led Growth | B2B SaaS

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PROFESSIONAL SUMMARY

AI-Native Product Marketer with 5+ years of experience in B2B SaaS across AI, fintech, cybersecurity, and compliance automation. Experienced in building 0-to-1 GTM strategies, product positioning, launches, and category narratives for early-stage products. Led a full product rebrand and category positioning in data security, developed product and feature messaging, and built executive thought leadership programs to support pipeline and brand growth. Strong content and demand-generation background, including editorial planning, social content calendars, SEO execution, and managing writers, with hands-on experience using AI and automation tools such as ChatGPT, Claude, Zapier, and Clay to scale research and GTM workflows. Also experienced in community and event marketing, including CISO and SaaS security roundtables across the US and Singapore.

SKILLS

Product & GTM: GTM strategy (0 to 1) and execution; product positioning and messaging; product and feature launches; category narratives; market research and competitor analysis

Content, SEO & Growth: Funnel-based content strategy and editorial planning; SEO, organic growth, and AEO frameworks; landing pages and demand generation campaigns; email marketing; social media marketing

AI & Automation: AI workflows and AI-driven content systems; AI agents and GTM automation; AI-assisted research and content creation

Analytics & Reporting: KPI, metrics, pipeline, funnel, and conversion reporting; SEO and website performance analysis; A/B testing and campaign optimization

Sales & Enablement: Product decks, one-pagers, and sales collateral; internal sales messaging and enablement frameworks; ICP research and personalized outreach messaging; industry and competitor analysis

Thought Leadership & Community: Executive and founder-led content; industry POV; newsletter and community building; conference presence, event marketing, podcasts, and partner initiatives

Stakeholder & Project Management: Project management; managing UI/UX and graphic designers; cross-functional collaboration with Product, Sales, Engineering, and executive stakeholders; product ownership; customer discovery and interviews

Tools: Ahrefs, Semrush, Surfer SEO, GA4, Google Search Console, HubSpot, Clay, Claude, ChatGPT, Zapier, Unbounce, ActiveCampaign, Mailchimp

PROFESSIONAL EXPERIENCE

Marketing Manager, Content | *Open Finance, Bangalore* — **Jan 2026 - Jun 2026 (Layoff)**

- Built and scaled content operations from scratch, introducing content pipelines, editorial workflows, topic frameworks, and quality standards that made content production more structured, repeatable, and faster.
- Built the SEO and content framework behind a 41.5% increase in website impressions within three months.
- Authored 50+ product and thought leadership blogs, supporting both search visibility and CFO-focused positioning.
- Designed and ran 10+ personalized outreach campaigns on LinkedIn and email across NBFC, Travel, Logistics, Manufacturing, Startup, and Healthcare segments, tailoring messaging to each industry's priorities and pain points.
- Built enterprise sales enablement assets with Product Managers, including Payment Solutions product decks for AMC and NBFC enterprises, equipping sales to open high-value conversations.
- Launched A/B-tested landing pages and targeted campaigns, continuously optimizing messaging, design, and CTAs to lift response rates.
- Kickstarted a CFO-focused thought leadership program spanning blogs, an internal community newsletter, and a CFO community, and prototyped an AI-powered community forum.
- Developed AI-driven workflows and agentic systems for GTM research, content creation, and thought leadership, streamlining marketing execution.

Product Marketing Manager | *Matters.AI, Bangalore* — **Jun 2025 - Sep 2025**

- Led the product rebrand as the company moved into data security (DSPM), owning positioning, messaging, and use-case narratives from 0 to 1 as the PMM.
- Ran competitor research and analysis of DSPM providers and created a new category position, "AI Security Engineer," pressure-tested with cybersecurity audiences to open enterprise conversations.
- Built the entire website, partnering with a design agency on design ideation and product flows, and with developers on the build.

- Created investor and sales pitch decks and event demos, and ran launch campaigns and social content that built product awareness and supported feature adoption.
- Developed GTM and sales enablement assets, including product decks, one-pagers, and feature collateral, and set up the content calendar to keep marketing execution consistent.

Content Marketing Specialist | *Cyber Sierra, Remote* **Apr 2024 - May 2025**

- Owned the content calendar and the entire social content calendar end to end, producing blogs, case studies, and ebooks that strengthened cybersecurity thought leadership across the US and Singapore.
- Built 5+ research reports and whitepapers that supported lead generation and positioned the brand with security leaders.
- Managed post-production and promotion for 10+ podcast episodes, working with designers to keep the series consistent and on schedule.
- Built and grew the community and newsletter, taking subscribers from 2K to 4.5K through consistent, high-value content.
- Represented the brand at SaaS security roundtables and leading conferences in the US and Singapore, coordinating with vendors and engaging CISOs and industry leaders.
- Ran multi-channel marketing across social, newsletters, and community programs that drove LinkedIn growth, leads, and brand visibility, and managed SEO agency partnerships to improve organic performance.

Content Marketer | *Sprinto, Remote* **Feb 2023 - Apr 2024**

- Created 70+ SEO blogs across the full funnel, including product-focused MOFU and BOFU pieces, that generated 70+ SQLs and strengthened Sprinto's authority in compliance automation.
- Partnered with Customer Success and Product Marketing to produce 5+ customer case studies, along with ABM campaigns, ebooks, and customer stories that showcased product value and supported pipeline growth.
- Built SEO frameworks and optimization processes that increased organic visibility and MQL generation.
- Managed the editorial calendar and ran a data-driven content strategy powered by search insights and performance analytics.

Associate Content Marketer / Product Owner | *Joy Technologies, Chennai* **Nov 2021 - Feb 2023**

- Led content and SEO strategy for multiple international clients across SaaS, HR Recruitment, and MarTech, managing the full content lifecycle from research and ideation through SEO optimization and publishing.
- Produced ~300 blogs and supporting content assets, including website copy, infographics, newsletters, and social content.
- Ran keyword research, competitor analysis, and content-gap audits to build search-driven content plans that improved organic traffic and visibility.
- Managed multiple client accounts and tracked performance in Google Search Console and Google Analytics, using search and traffic insights to refine topics and SEO strategy.
- Created a content marketing training program for new juniors and mentored junior writers on content structure, SEO practices, and quality standards, while working with Design, SEO, Outreach, and client stakeholders to keep messaging and delivery consistent.
- Served as Product Owner for two in-house marketing projects, overseeing website messaging and performance metrics, and managing delivery across Trello and ClickUp.
- Ran customer interviews and discovery sessions to understand buyer journeys and pain points, shaping content topics, copy, and messaging around buyer intent.

EDUCATION

B.Tech, Industrial Biotechnology | Anna University (2016 - 2020)

CERTIFICATIONS

- Content Marketing, HubSpot
- Product Marketing: GTM | Positioning | Demand Generation, Udemy
- Technical SEO and AI Search Essentials
- AI Marketer, Semrush
- Project Management Fundamentals
- Google AI Essentials
- Introduction to Cybersecurity, Infosys