

Gayathri Gopalan

B2B SaaS Product Marketer | Content & GTM | AI-Led

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PROFESSIONAL SUMMARY

B2B SaaS Product Marketing Manager with experience positioning technical AI and ecommerce products for enterprise buyers. I build messaging that simplifies complex technology, develop GTM assets that support sales and product launches, and create customer-focused content that drives adoption. Experienced in product positioning, competitive research, website messaging, customer case studies, and analytics, with a track record of partnering with founders and cross-functional teams to bring products to market.

SKILLS

Product Marketing Strategy

Product Positioning & Messaging

Go-to-Market (GTM) Strategy & Launch Execution

Customer & Buyer Research

Competitive Intelligence & Market Analysis

Sales Enablement & BOFU Content Strategy

B2B SaaS Content Strategy

SEO & Organic Growth Strategy

AI Search Optimization (GEO / LLM SEO / AEO)

Lifecycle Marketing & Campaign Strategy

Technical Product Marketing

Product-Led Content & Case Studies

Content Strategy, Writing & Editorial Operations

AI-Assisted Content Workflows (ChatGPT, Claude)

GA4, Google Search Console & Conversion Tracking

Ahrefs, Semrush, SE Ranking

Webflow CMS & Website Optimization

EXPERIENCE

PRODUCT MARKETING SPECIALIST, Chennai, Tamil Nadu

Skai Lama, June 2026–Present

- Shipped 9 content pieces across 4 Shopify products in 30 days, during a period when site-wide organic traffic grew 34.7% (1,679 → 2,261, Ahrefs) and ranking keywords increased 19.4%; BOFU pieces ranked within weeks, with *Build Your Own Bundles* reaching #5 and *Hydrogen vs. Oxygen* refresh reaching #4 for target keywords.

- **Rebuilt positioning and messaging for Kite and Easy Bundle Builder**, including a full EBB landing-page reposition, product language framework, and merchant-focused narratives that translated technical capabilities into clear Shopify merchant outcomes; extended this into product-led social and launch content.
- **Owned lifecycle campaigns end to end**, from audience segmentation and cohort identification through campaign strategy, messaging, execution, and performance analysis; used merchant/store data to refine targeting and exclude audiences where the message would not be relevant.
- **Built data-led merchant case studies for Sodii and an anonymized nail-care brand**, partnering with Product, CX and Tech teams to source and validate merchant, bundle, and store-level data; transformed performance insights into narratives around merchandising strategy, AOV, revenue, subscriptions, and customer behaviour.
- **Established AI-search visibility tracking from scratch**, creating the first GEO/AEO baseline across products (**EBB: 1,091 citations; Kite: 481**) and identifying comparison pages, FAQs, and content depth gaps required to improve LLM visibility.
- **Designed the website's GA4 event taxonomy and audited site-wide CTAs**, identifying missing signup and trial conversion tracking as a measurement gap and defining the event structure required to connect content performance with business outcomes.
- **Audited 24 BFCM articles and rebuilt the content audit methodology** into a repeatable GSC + GA4 + per-URL Ahrefs framework; combined search data with support-ticket insights to uncover **6 new content opportunities**.
- **Managed 11 external partnership collaborations end to end and supported hiring for the Content & Lifecycle Writer role across 4 candidates**, while collaborating with Product, Marketing, CX, and Tech teams on GTM initiatives.

CONTENT STRATEGIST

Mesha AI, November 2025–March 2026

- Built and scaled a programmatic SEO engine of 2,800+ pages.
- Architected the complete positioning and messaging framework for ChAlron.
- Grew ChAlron to ~38K+ impressions and 0.8% CTR in 90 days.
- Developed SEO + LLMSEO strategies across Google, ChatGPT, Gemini and Perplexity.
- Audited the Mesha ecosystem for SEO and AI-search growth opportunities.
- Partnered with founders to translate technical AI capabilities into compelling product messaging.

B2B SAAS CONTENT WRITER (RETAINER)

Tripledart, November 2025–June 2026

- Created B2B SaaS content for enterprise pricing, rebate management, retail pharmacy, and beverage alcohol compliance brands.
- Worked with editorial and SEO teams to produce long-form content aligned with search intent, buyer education, and category positioning.
- Contributed to ongoing client retainers through consistent delivery, SEO-focused research, and collaboration across multiple SaaS accounts.

INDEPENDENT CONTENT STRATEGY CONSULTANT

Multiple Organizations, January 2026–June 2026

- Developed a 90-day B2B SaaS content strategy focused on improving inbound discovery and supporting pipeline generation through BOFU content and founder-led distribution.
- Analyzed Reddit discussions, founder conversations, and competitor messaging to understand how buyers evaluate outbound sales tools.
- Planned comparison pages, glossary content, and LinkedIn distribution workflows to improve SEO visibility and support AI-search discoverability.
- Conducted a full SEO and content audit using Semrush and Google Search Console, identifying major gaps in organic visibility and AI-search presence.

- Researched competitor positioning to refine messaging and improve differentiation for DTC and ecommerce buyers.
- Built a BOFU, MOFU, and TOFU content framework aligned with founder pain points, customer intent, and conversion-focused search behavior.

CONTRIBUTING WRITER

OnSaaS, June 2025–January 2026

- Researched and wrote BOFU comparison content for ecommerce SaaS tools, focusing on pricing, feature differentiation, buyer intent, and conversion-focused messaging.
- Created an Omnisend vs Klaviyo comparison article that earned visibility across Google, ChatGPT, Gemini, and Perplexity for commercial-intent searches.
- Supported organic discoverability for high-intent SaaS keywords through SEO-focused comparison content and structured content optimization.

EARLIER CONTENT & EDITORIAL EXPERIENCE

Freelance, January 2016–December 2023

- Wrote long-form editorial and web content across lifestyle, sustainability, education, and digital media publications.
- Built foundational experience in research, storytelling, content structuring, and audience-focused writing.
- Worked with remote editors and digital publications across multiple content formats and industries.

EDUCATION

MASTER'S DEGREE IN MATHEMATICS

University of Madras

BACHELOR'S DEGREE IN MATHEMATICS

University of Madras

CERTIFICATIONS

- AISEO Expert, Surfer SEO, 08/01/27

REFERENCES

References available upon request