KRISHNA KISHORE NAIDU

Content Marketing Leader | SEO, GEO & Demand Generation | B2B SaaS & Fintech

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PROFESSIONAL SUMMARY

Content Marketing Leader with 10+ years of experience driving organic growth, pipeline and conversions across fintech, B2B SaaS and global markets. Proven record in SEO-led funnel strategy, demand generation, lifecycle marketing and conversion optimization. Led teams of 20+ contributors, scaled AI-assisted content operations, and turned complex technical products into clear, revenue-focused narratives for senior decision-makers. Hands-on with modern search (SEO, AEO, GEO and AI visibility), landing page optimization, A/B testing and cross-functional delivery, including direct work with company leadership.

KEY ACHIEVEMENTS

- Grew YouTube channel average views by 38% through CEO and expert interviews repurposed into short-form and written content (CYBERTEC).
- Increased organic CTR by 26% through search optimization, landing page improvements and fixing keyword cannibalisation (CYBERTEC).
- Grew organic traffic by 70% through an SEO-led funnel strategy and high-intent content (Revolute Software).
- Improved lead conversion from 2% to 5% through landing page messaging and funnel optimization (Revolute Software).
- Delivered 3.4x ROAS through campaign optimization, targeting refinement and creative testing (Revolute Software).
- Increased app-start CTR by 4x with A/B tested landing page variants for a global fintech brand (MPOWER Financing).
- Increased lead flow by 40% with a performance-focused content strategy (English Partner).

CORE SKILLS

Content & Search: Content Strategy, SEO, AEO, GEO, Technical Content, B2B Content, Content Operations, AI Content Systems, Editorial Planning, Copywriting

Growth & Performance: Demand Generation, Lifecycle Marketing, CRO, A/B Testing, Google Ads, Meta Ads, PPC, Funnel Optimization

Tools: Google Analytics, Search Console, SEMrush, WordPress, Unbounce, Canva

Leadership: Team Management, Stakeholder Management, Cross-Functional Collaboration, Content Roadmaps, Competitor Analysis

PROFESSIONAL EXPERIENCE

Content Distribution Specialist **May 2026 – Present**

CYBERTEC PostgreSQL | Remote

- Own SEO and content distribution end to end, from keyword strategy and on-page optimization to publishing across LinkedIn, X, newsletters, regional PR and media channels.
- Increased organic traffic to the website and blog through search optimization, landing page improvements and resolving keyword cannibalisation across existing content.
- Grew the YouTube channel and expanded social media reach by managing channels, producing CEO and expert interviews, and repurposing them into short-form and written content.
- Work closely with the CEO to turn leadership insights into thought-leadership content, interviews and campaigns.
- Improve AI visibility (GEO) alongside SEO, using web analytics and performance reporting to find high-performing topics, content gaps and regional reach opportunities.
- Led AI tooling for the content team: tested and selected AI tools, ran QA on AI-assisted drafts and workflows, and trained teammates to use them effectively.
- Repurpose technical and marketing assets into multi-channel distribution packs, including social snippets, regional variants, newsletter content and outreach-ready media formats.
- Coordinate content planning, calendars, approval workflows, quality review and distribution tracking for marketing and community-driven campaigns.

Senior Content Analyst **Sep 2025 – May 2026**

MPOWER Financing | Bengaluru

- Led global fintech content strategy across the website, lifecycle, SEO and conversion channels.

- Managed end-to-end content operations for landing pages, blogs, newsletters, lifecycle emails and product initiatives.
- Ran A/B tests that increased app-start CTR by 4x versus previous landing page variants, while supporting lifecycle acquisition campaigns.
- Supported country launches and conversion-focused landing page programs with localized, audience-specific messaging.
- Built content roadmaps, competitor analyses and growth opportunities through regular content audits.
- Partnered with SEO, product, design and engineering teams to execute scalable growth initiatives.

Head of Content & Digital Strategy **Nov 2023 – May 2025**
Revolute Software | *Dubai*

- Led multi-channel content and growth strategy across SEO, paid media, email, website, Meta, Google and social platforms for B2B and SaaS campaigns.
- Increased organic traffic by 70% through SEO-led funnel strategy and high-intent content execution.
- Delivered 3.4x ROAS through campaign optimization, targeting refinement and creative testing.
- Improved lead conversion from 2% to 5% through landing page messaging and funnel optimization.
- Managed a team of 20+ contributors across content, design and campaign execution, setting priorities, quality standards and delivery timelines.
- Developed strategic narratives and high-value content for senior stakeholders and decision-makers.

Digital Marketing Content Specialist **May 2023 – Oct 2023**
Tidal Wave Solutions | *Bengaluru*

- Improved ad engagement through optimized messaging and channel-aligned content.
- Managed campaign content across paid media, search and acquisition channels.
- Tested ad copy and messaging variations and applied the results to improve campaign performance.
- Worked with performance and creative teams to keep messaging consistent across ads, landing pages and search.

Content Lead **Aug 2021 – Apr 2023**
English Partner | *Coimbatore*

- Increased lead flow by 40% through a performance-focused content strategy.
- Managed blogs, video content and multilingual campaigns across acquisition channels.
- Led planning calendars, publishing workflows and campaign execution.
- Directed writers and creators on briefs, tone and quality, keeping content aligned with acquisition goals.
- Used performance data to decide which topics and formats to repeat, improve or retire.

Content Specialist **Jan 2018 – Aug 2021**
Designboxed | *Mohali*

- Managed social media content calendars, campaign copy and creative asset delivery for multiple client brands.
- Improved engagement through trend-led content planning and optimization.
- Coordinated with designers and clients to deliver campaign assets on schedule and on brief.
- Adapted brand voice and messaging to suit each client's audience and platform.

Freelance Content Creator **Jan 2013 – Jan 2018**
Independent Projects | *Remote*

- Delivered scripts, ad copy, SEO content and push campaigns for digital brands across multiple industries.
- Built early expertise in copywriting, campaign execution, client delivery and performance-driven content.
- Managed client briefs, revisions and deadlines independently across concurrent projects.

EDUCATION

Bachelor of Commerce | Andhra University, Visakhapatnam