# Nivedita Bharathi Sreenivasan

**B2B Content Marketing & Demand Generation**

+1 (669) 669-2816 | snivedita2311@gmail.com | LinkedIn | Portfolio | San Francisco Bay Area

## PROFESSIONAL SUMMARY

B2B content marketer and demand-generation strategist with 7+ years of experience translating complex SaaS and AI concepts into integrated campaigns for agentic AI products. Hands-on writer and editor across thought leadership blogs, whitepapers, customer stories, webinars, SEO and AEO, landing pages, and paid ads, with experience adapting content for different audiences, funnel stages, and business contexts.

## PROFESSIONAL EXPERIENCE

**January 2024 - Present**

Lead - Content & Demand Gen (Member of Marketing)

**DevRev**

- Built an **AI-enabled editorial system** using skills and AI agents for SEO/AEO, product, brand, and editorial review, scaling content production while reducing review time.
- Turn recurring sales objections into **end-to-end demand-generation campaigns**. For example, transformed the recurring build-vs.-buy AI agent dilemma into an integrated campaign by interviewing CVP of Product, developing the POV, and creating a whitepaper, thought-leadership blog, landing page, paid motion, and follow-on customer webinar**.**
- **Translate DevRev's AI agent and product concepts into clear buyer-facing narratives** for technical and business audiences, partnering with Product Marketing, Sales, and executive teams across thought leadership, implementation guides, webinars, and paid campaigns.
- **Adapt content and messaging across audiences, funnel stages and regions**, developing localized ASEAN programs around ROI, change management, and proof while aligning organic and paid content to campaign goals.
- **Managed a 6-member team** for content and performance marketing and **owned the regional webinar strategy**, from topics and scripts to landing pages and promotion.

**July 2022 - January 2024**

Lead - Content Marketing

**Freshworks**

- Created a DTC video/content series **featuring founders, experts and influencers**, translating their insights into video and SEO content to address specific challenges faced by online businesses.
- Led **end-to-end campaign content** for product and demand-generation programs, developing ebooks, landing pages, ad copy, email and social content in partnership with Product Marketing.

**April 2021 - July 2022**

Content Specialist

**Freshworks**

- **Created and optimized SEO and conversion-focused content** across buyer personas; 9 of 17 articles generated sign-ups, with 12 ranking within the first two SERP pages.

**June 2019 - April 2021**

Content Strategist

**Freshworks**

- **Developed customer and industry content through interviews with customers, sales teams and industry experts**, translating insights into case studies and industry-specific narratives.
- Grew the Freshsales newsletter subscriber base **29% month-over-month**, while maintaining 20% average open and 2% click rates.

**January 2015 - May 2019**

Systems engineer

**Tata Consultancy Services**

- Development, unit testing, automating SQL components, and advanced data analysis.