

SURYA KOUSALYA V

Senior Technical & Marketing Content Writer
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Professional Summary

Senior Technical and Marketing Content Writer with 7+ years of experience across SaaS, IT services, cloud, and product-based organizations. Proven expertise in creating technical documentation, SOPs, user manuals, and high-impact marketing content including case studies, blogs, and landing pages. Adept at translating complex technical concepts into clear, user-focused content while collaborating closely with developers, product managers, testers, and marketing teams. Strong knowledge of SEO, analytics, and AI-assisted content workflows.

Core Skills

Technical Documentation, User Manuals, SOPs, Product Documentation, SaaS Content, Cloud & AWS Content, Case Studies, Content Strategy, SEO Writing, Keyword Research, B2B Marketing Content, Landing Pages, UAT Testing, SME Collaboration, AI Content Tools (ChatGPT, Gemini), Google Analytics, HubSpot, CMS, Editing & Proofreading

Professional Experience

Aspire Systems – Senior Content Writer (AWS & Marketing) | Mar 2025 – Present

- Managed AWS Marketplace product listings and partnership marketing content
- Created AWS customer case studies and supporting collateral
- Coordinated with cross-functional teams for content inputs and approvals
- Supported senior writers with research, blogs, and landing page drafts
- Maintained structured, up-to-date content repositories aligned with AWS initiatives

Saint-Gobain India Pvt Ltd – Technical Content Writer | Dec 2022 – Mar 2025

- Developed SOPs and user manuals for enterprise IT applications
- Performed UAT testing across multiple user roles to create role-based documentation
- Collaborated with developers, testers, and business analysts to ensure accuracy
- Created business and sales enablement presentations and internal documentation

ChainSys Pvt Ltd – Content Executive (Technical & Product) | Jan 2020 – Nov 2022

- Produced product documentation for data migration and ETL software solutions
- Coordinated with product and engineering teams for feature documentation
- Supported SEO blogs, keyword research, and website content initiatives
- Reviewed and edited technical manuals before publication

Amplexor Pvt Ltd – Marketing Content Executive | Nov 2017 – Nov 2019

- Conducted keyword audits and optimized blog content for SEO performance
- Created inbound marketing and website analytics reports using Google Analytics and HubSpot
- Provided data-driven content recommendations to digital marketing teams

Education

MBA – Healthcare Management, Sri Ramachandra College of Management
B.Tech – Information Technology, Panimalar Engineering College

Certifications & Tools

Advanced Google Analytics, Business Analytics Certification, Digital Marketing Certification, WordPress CMS, AI-assisted content creation tools