

# Jaydeep Majumder

## B2B SaaS Technical Content & SEO Specialist

### CONTACT

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Relevant Experience: 9+ Years

### SKILLS

- Technical Documentation
- Case Studies
- UI/UX-specific Web Content
- Technical Blogs & Guest Posts
- Proposal Writing
- Short Video Script Writing
- Decks & Presentations
- Market Research
- AI Content Moderation
- Content Multiplication
- Content Strategy
- AI Prompt & Workflow

### TOOLS

- Confluence
- Jira
- Google Workspace
- Microsoft 365
- SEO Platforms (Google Keyword Planner, SEMrush)
- CMS (WordPress)
- Canva

### EDUCATION

Bachelor of Arts (English Honours)  
University of Calcutta (2000–2002)

### PROFILE SUMMARY

B2B SaaS Technical Content & SEO Specialist with 9+ years of experience in delivering SEO-optimised content, technical documentation, and case studies for enterprise software, web, mobile, and e-commerce platforms. Proven ability to collaborate with engineering, product, marketing, and sales teams to translate complex systems into clear, high-impact content.

### WORK EXPERIENCE

From June 2024

Technical SEO Writer

#### The App Ideas

- Developed SEO-optimised case studies, service pages, and long-form technical blogs for web and mobile development projects.
- Conducted competitor and keyword research to improve content structure, on-page SEO, and organic visibility.
- Collaborated with design and development teams to create UI/UX-aligned website content and support AI content moderation workflows.
- Produced engaging short video scripts for social media and marketing campaigns to enhance brand reach and audience engagement.

May 2022 – Apr 2024

Sr. Technical Content Writer

#### WalkingTree Technologies

- Authored technical documentation and case studies for SaaS and analytics platforms, translating complex workflows into clear business narratives.
- Led content multiplication and repurposing across blogs, webpages, webinars, presentations, and social media campaigns.
- Created AI prompts and content frameworks to support lead-generation workflows and multi-channel digital marketing initiatives.
- Spearheaded short video script writing initiatives to simplify complex technical concepts for video-based learning and digital marketing.

Jan 2020 – Mar 2022

Technical & SEO Content Writer

#### VNMT Solutions

- Produced ERP-focused case studies and technical blogs for enterprise clients.
- Wrote SEO-optimised website content and guest posts to support organic growth initiatives.
- Supported social media content creation aligned with long-form blog strategy.

Mar 2018 – Jan 2020

Technical & SEO Content Writer

#### CMARIX

- Developed case studies and long-form technical blogs for web and software development projects.
- Created keyword-optimised UI/UX website content to improve engagement and conversions.
- Published guest posts to strengthen backlink and content marketing strategies.

Mar 2015 – Jan 2018

SEO Content Writer

#### Nimblechapps

- Wrote SEO-focused blogs, guest posts, and webpage content across technology and product niches.
- Produced gadget reviews and long-form articles aligned with keyword and search intent research.
- Supported early-stage content strategy and organic visibility initiatives.