

Snehasish Hansda

B2B content marketing specialist with 7+ years across SaaS, Semiconductor, and Digital Transformation.

[LinkedIn](#) | [Website](#)

Professional Summary

Tech-savvy B2B Content Marketing Specialist with 6+ years of experience across SaaS, software development, and digital transformation domains. Skilled in leading content strategy, SEO-led content production, team management, and cross-functional collaboration. Strong foundation in technical writing, content marketing, and SEO - enabling me to create and manage high-performing, conversion-driven content across platforms.

Work Experience

AI-Augmented Builder

Jan 2026 – Present

Independent

- Built full-stack web applications using AI-assisted development with Claude, Next.js, React, and Supabase
- Set up MCP servers for direct database access and AI-to-tool integrations
- Working knowledge of prompt engineering, AI agent workflows, and LLM-powered automation
- Used AI tools (Claude, ChatGPT) to streamline content research, drafting, and SEO optimization workflows
- Built automated fitness tracking and habit monitoring systems with AI-powered data pipelines
- Experimented with local LLM deployment using Ollama for private, cost-effective AI inference
- Integrated Strava API with AI-driven analytics for personal health tracking

Freelance Content Writer

Jun 2025 – Mar 2026

TripleDart

- Delivered SEO content across multiple B2B SaaS clients - MailReach, powerDMARC, Signeasy, Ethyca, and RevenueGrid
- Owned Atlas HXM account: content sheets, pSEO audits, and client calls
- Met agreed monthly deliverables across all active accounts

Content Marketing Manager

Sept 2023 – Nov 2024

elnfochips Pvt Ltd

- Created and managed long-form content assets including eBooks, whitepapers, blogs, newsletters, and brochures
- Generated 12+ leads from eBooks and newsletters
- Built and maintained a quarterly content calendar and internal content tracking dashboard
- Introduced video scripting and podcast initiatives
- Led a team of content writers; coordinated with freelance editors and engineering SMEs
- Oversaw SEO optimization: keyword infusion, tag management, and analytics tracking
- Managed distribution on owned and third-party channels
- Ensured content quality is as per brand guidelines

Freelance Content Writer

Mar 2023 – Jun 2023

Freelance

- Delivered content for 3+ clients in SaaS, DevOps, and digital transformation domains
- Wrote blogs, landing pages, email copy, and long-form guides
- Ensured brand consistency and SEO alignment across all content
- Edited and proofread content for CXO ghostwriting and web projects

SEO Executive

Oct 2021 – Mar 2023

Simform Solutions

- Finding relevant high-DA websites and approaching designated personnel for a guest post email pitch
- Worked on blog optimization task
- Did on-page SEO optimization and content analysis for Simform's local service pages
- Responsible for ideating content, assigning it to writers, and publishing it on respective platforms
- Maintained a content publishing calendar for syndication blogs
- Increased the follower count on self-publishing platforms
- Got Simform's personnel account featured on DZone's methodologies and frameworks subsection
- Created SOPs for syndication on different platforms

Technical Writer

Sept 2020 – Oct 2021

Simform Solutions

- Wrote regular guest posts and blogs for Simform
- Worked in close quarters with designers to maintain uniformity of design throughout the blogs
- Worked on an eBook campaign about managing distributed teams
- Participated in chapter ideation and handled outreach tasks for the eBook campaign
- Wrote quality articles for Simform's local sites
- Experienced in writing both semi-technical (CTO-friendly) and full-technical (developer-friendly) content

Content Writer

Jun 2019 – Sept 2020

OpenXcell Technolabs

- Wrote articles for the SaaS product Orderhive
- Converted mailers to HTML for Orderhive
- Designed infographics using Photoshop and coordinated with the lead designer
- Pillar page ideation and copywriting
- Participated in webinar campaigns
- Got first-page rankings for Omnichannel Ecommerce, Retail Warehouse, Inventory Serialization

Software Developer

Mar 2019 – Jun 2019

Veloxcore

- Worked on frontend technologies like Angular and React.js
- Created a project on React.js and hosted it using Firebase
- Worked with SQL databases and Bootstrap 4

Education

B.Tech in Electronics and Communication

Ganpat University · 7.5 CGPA

Certifications

Content-led SEO

Semrush Academy · 2022

Inbound Marketing

HubSpot Academy · 2022

Skills

CONTENT & SEO

Ahrefs Ubersuggest Google Analytics

Content Strategy SEO Copywriting

eBooks & Whitepapers Email Marketing

Ghostwriting Technical Writing

AI & AUTOMATION

Supabase Vercel Ollama MCP Servers

Prompt Engineering Claude

AI-AUGMENTED DEVELOPMENT

Next.js React TypeScript Tailwind CSS

Framer Motion shadcn/ui PostgreSQL

REST APIs HTML/CSS

DESIGN & MEDIA

Photoshop Nano Banana Napkin.ai

Google Producer.ai