Sailee Sarangdhar

Content and Product Marketing Leader | Positioning, Launch Messaging, Sales Enablement, AEO/GEO, Product Education

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Qualifications Profile

B2B product marketing and content leader with 14+ years of experience turning complex products into clear positioning and messaging that helps buyers say yes and customers get value. Writes for go-to-market decision-makers at ZoomInfo, produced case studies, ebooks, and white papers that contributed to deals above $10K ACV, and built product demos, help documentation, and enterprise integration guides at 1up.ai. A systems thinker who builds the editorial standards, content libraries, and AI-assisted workflows that keep messaging consistent across Product, Sales, Marketing, and Customer Success. Builds content for both search engines and AI answer engines (AEO/GEO), and pairs AI-assisted workflows with human judgment on accuracy, positioning, and brand voice. Proven in startup, B2B, B2C, SaaS, and Fintech (regulated) environments.

Areas of Expertise

Product Positioning & Messaging, Go-to-Market Content, Sales Enablement, Product Launch Support, Competitive & Market Research, Original Research, Customer Storytelling & Case Studies, Buyer Personas & Audience Insights, Product Education & Onboarding, Demo & Video Content, Content Strategy & Planning, Thought Leadership, SEO, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Conversion Rate Optimization, A/B Testing, UX Writing, Content Compliance, Human-in-the-Loop AI Workflows, Editorial Judgment & Fact-Checking, AI-Driven Content Optimization, Integrated Marketing Campaigns, Content Performance Analytics, Project Management, Agency & Vendor Management, Localization

Professional Experience

Content Lead, 1up.ai | Chicago (Remote) | Oct 2025 – Present (Full-time)

- Sole content lead at a 13-person B2B AI startup, translating product capabilities into buyer-facing messaging as customers grew from **88 to 120 (+36%).**
- Produced **39 product demos, 25 help guides, 20 glossary pages, and 68 blog posts** covering RFP management, security questionnaires (SIG, CAIQ, VSA), and sales enablement.
- Generated **33% of leads through organic content**, increased keywords ranking in **positions 1–10 by approximately 20%**, and **grew total referral traffic, including AI answer-engine referrals, by 265%.**
- **Increased domain authority from 28 to 32** through SEO content, original research, and link building; migrated 100+ pages and posts to Webflow with redirect mapping and metadata.
- Built the help center from scratch, **documenting 20 enterprise integrations** and features, including Salesforce, ServiceNow, and Gong, in partnership with Engineering.
- Researched and authored ***The State of AI in Knowledge Management (2026)*** and launched a 20-page glossary hub optimized for SEO and AI answer engines (AEO/GEO), with custom diagrams, metadata, and FAQ schema.
- Built a documented house style guide, automated quality checks, and AI-assisted workflows using Claude, ChatGPT, and Gemini, with human review for accuracy, product positioning, and brand voice.
- Planned a **16-week LinkedIn conten**t calendar and **wrote 123 company posts (63% of output)**, generating **4M+ impressions** and doubling average reach per post within nine months.
- Drove **55% year-over-year growth in video views** through product demos and video content; localized customer-facing content to support international account expansion.

Senior Content Manager, ZoomInfo | Chicago (Remote) | Dec 2020 – Apr 2025 (Full-time)

- Authored content that explained the ZoomInfo platform and its benefits to go-to-market decision-makers, including sales and marketing leaders.
- Planned and executed content for product campaigns across the portfolio, improving organic traffic, engagement, and conversion rates.
- Produced 52+ ZoomInfo Talent blogs that generated 50K+ page views, 6,000 MQLs, 988 demos, and $8.4M in pipeline ACV.
- Authored ebooks, white papers, and case studies that contributed to multiple deals above $10,000 in ACV.
- Wrote 100+ Knowledge Center articles for customers; ZoomInfo Copilot content ranked in the top 11% of views.
- Ran email campaigns converting at 6–7% and created landing pages converting above 10%.
- Developed ad copy for A/B and multivariate tests supporting demand generation media experiments.
- Built custom GPTs to speed production and keep storytelling consistent across channels, applying human judgment to accuracy, tone, and brand voice before publishing.
- Owned quarterly performance reporting to executive stakeholders, driving data-informed decisions in cross-functional alignment with Product Marketing, CX, PR, and Demand Generation.

Content Marketing Specialist, Yieldstreet (now Willow Wealth) | New York City | Jan 2020 – Sep 2020 (Full-time)

- Wrote 60+ educational articles explaining private-market investing to a retail audience in a regulated industry.
- Ghostwrote thought leadership for executives in top-tier publications (NASDAQ, Forbes).
- Launched an organic social strategy that increased conversions by 30%.
- Led SEO optimization of legacy content, improving key page rankings from position 53 to the top 3 on Google.
- Created and managed branded video content and repurposed material into video scripts, social snippets, LinkedIn posts, and event content; managed external vendors.

Content Manager, Compunnel Staffing | New York City | Nov 2017 – Sep 2019 (Full-time)

- Designed a unified brand story across platforms, integrating inbound marketing with the company's legacy sales approach.
- Owned content strategy and UX copy for product and services pages, increasing conversion rates by 35%.
- Led thought leadership and content initiatives (blogs, white papers, videos) plus paid media experiments across social channels.

Social Media Manager, SmartWork Media | New York City | 2016 – 2017 (Part-time)

- Managed Facebook, Instagram, and Twitter for multiple magazine brands, growing audience by 15% and strengthening engagement.

Head of Content, Taskworld | Bangkok, Thailand | 2014 – 2015 (Full-time)

- Led a team of 3 (copywriters and designers) creating persona-based copy for marketing and product communications.
- Improved user on boarding and engagement, contributing to a 15% increase in daily active users.

Editorial Assistant, WPP / J. Walter Thompson / Prism + Ford Motors | Bangkok, Thailand | 2011 – 2014 (Full-time)

- Wrote and published press releases and stories on Ford's media site; produced factory-level newsletters and in-house video scripts; monitored Ford media coverage across Asia Pacific and Africa.

Copywriter, dLook Pty Limited | Sydney, Australia | 2010 – 2011 (Part-time) — Digital marketing content and product descriptions optimized for engagement and conversion.

Arts and Culture Reporter, The Nation Newspaper | Bangkok, Thailand | 2010 – 2011 (Internship) — Wrote and published features on arts and cultural events.

Education

- Master of Science, Media Management (2015–2017), The New School for Public Engagement, USA (GPA 3.94)
- Master of Arts, Media Practice (2010–2011), The University of Sydney, Australia (GPA 3.21)
- Bachelor of Business Administration, International Business (2005–2009), Mahidol University, Thailand (GPA 3.14)

Certifications

- **Claude Academy:** AI Fluency Framework and Foundations
- **Coursera:** Introduction to Generative Engine Optimization (2026)
- **ZoomInfo:** Emerging Leaders (2023).
- **LinkedIn Learning:** Product Management: Building a Product Strategy (2018); Metrics for Product Managers (2019); Understanding Information Architecture (2018); Storytelling for Advertising Campaigns (2019); Building an Integrated Online Marketing Plan (2019); Learning App Store Optimization for iOS and Android Apps (2019); Optimizing Marketing Emails (2018); Social Media Marketing: Optimization (2018); B2B Foundations: Social Media Marketing (2018); Marketing Automation with HubSpot (2018); Writing Ad Copy (2018); Managing Email Marketing Lists and Campaigns (2018).

Additional Information

- **Languages:** English, Hindi, Marathi, Thai
- **Tools & Platforms:** Salesforce, HubSpot, Marketo, Google Analytics, Tableau, SEMRush, BrightEdge, Webflow, WordPress, Figma, Asana, Monday.com, Jira, Google Suite, Microsoft Office, Slack, Zoom; AI tools: Claude, ChatGPT, Gemini, custom GPTs