

Sailee Sarangdhar

SENIOR CONTENT MARKETING MANAGER

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Qualifications Profile

Strategic and data-driven content marketing professional with 14+ years of experience in crafting high-impact narratives that drive audience engagement, brand perception, and business growth. Adept at leveraging AI for content creation, developing thought leadership initiatives, and executing content strategies across diverse channels. Expertise in storytelling, audience building, and digital marketing with a focus on B2B and SaaS industries.

Areas of Expertise

- Content Strategy & Thought Leadership
- AI-Driven Content Optimization
- Webinar & Video Content Management
- Customer Storytelling & Case Studies
- Digital Marketing & SEO
- Cross-functional Collaboration
- Editorial & Script Writing
- Data-Driven Content Performance Analysis

Professional Experience

Senior Content Manager, ZoomInfo | Remote | Dec 2020 – Present

- Developed and executed **customer storytelling initiatives**, crafting compelling case studies, long-form blogs, and thought leadership content to elevate brand credibility.
- Produced and managed **webinar content**, including speaker scripts, event storylines, and panel discussions, ensuring alignment with ZoomInfo's strategic messaging.
- Created **high-converting marketing content**, including emails, ad copy, and promotional materials to support demand generation efforts.
- Wrote and optimized **long-form content**, such as blogs, ebooks, and whitepapers, driving organic traffic and engagement.
- Leveraged **AI-powered content generation** tools to streamline content creation, enhancing efficiency and output quality.
- Ensured cohesive storytelling across multiple channels, collaborating with cross-functional teams to integrate content into the broader marketing strategy.

Content Marketing Specialist, Yieldstreet | New York City | Jan 2020 – Sept 2020

- Developed educational and thought leadership content, including ghostwriting for executives in top-tier publications (NASDAQ, Forbes).
- Launched an organic social media strategy that increased audience engagement and **boosted conversions by 30%**.
- SEO-optimized legacy content, improving key page rankings from **position 53 to top 3 on Google search**.

- Created and managed branded video content, driving audience awareness for investment products.

Content Manager, Compunnel Staffing | New York City | Nov 2017 – Sept 2019

- Designed and executed a unified brand storytelling approach across multiple platforms, integrating inbound marketing tactics with legacy sales techniques.
- Managed content strategy for product and services pages, increasing conversion rates by **35%**.
- Led thought leadership and content marketing initiatives, including blog posts, whitepapers, videos, and paid media experiments.

Social Media Manager, SmartWork Media | New York City | 2016 – 2017

- Created engaging content for social media platforms, increasing audience growth by **15%** and enhancing brand visibility.
- Managed Facebook, Instagram, and Twitter accounts for multiple magazine brands, strengthening audience engagement.

Head of Content, Taskworld | Bangkok, Thailand | 2014 – 2015

- Led the content team in crafting user persona-focused copy for various marketing and product communication channels.
- Improved user onboarding and engagement, resulting in a **15% increase in daily active users**.

Editorial Assistant, WPP, J. Walter Thompson, Prism + Ford Motors | Bangkok, Thailand | 2011 – 2014

- Wrote and published press releases and informational stories on Ford's media site.
- Produced factory-level newsletters and in-house promotional video scripts.

Copywriter, dLook Pty Limited | Sydney, Australia | 2010 – 2011

- Created digital marketing content and product descriptions for client websites, optimizing for engagement and conversion.

Arts and Culture Reporter, The Nation Newspaper | Bangkok, Thailand | 2010 – 2011

- Wrote and published features covering arts and cultural events in Bangkok.

Education

Master of Science, Media Management (2017) – The New School for Public Engagement (GPA: 3.94)

Master of Arts, Media Practice (2011) – The University of Sydney (GPA: 3.21)

Bachelor of Business Administration, International Business (2009) – Mahidol University (GPA: 3.14)

Additional Information

- **Languages:** English, Hindi, Marathi, Thai
- **Tools & Platforms:** Google Analytics, HubSpot, Marketo, Salesforce, SEMRush, Jasper.AI, ChatGPT, WordPress, Asana, Jira