

SHREYA R NAMBIAR

Senior Content Writer & Team Lead • B2B SaaS • Privacy Tech • SEO • AI Search / GEO

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PROFESSIONAL SUMMARY

Content strategist with 10+ years of experience spanning academic publishing and B2B SaaS. Started career at Oxford University Press developing technical manuscripts, then transitioned to digital content strategy at CookieYes, where I now lead a content team driving 250K+ daily impressions and top-10 Google rankings. Specialize in B2B SaaS content strategy, SEO, AI search optimization (GEO), privacy tech content, email marketing, and building scalable content systems that deliver measurable business outcomes.

PROFESSIONAL EXPERIENCE

CookieYes Ltd (Mozilor Technologies)

Oct 2019 – Present

Kozhikode, India | Cookie consent management platform for GDPR, CCPA & global privacy compliance

Content Writer → Senior Content Writer & Team Lead

- Lead content team (writers, SEO specialist, motion graphics) with structured workstreams and quarterly goals
- Own editorial calendar and cross-functional content strategy aligned with product and marketing objectives
- Drive SEO strategy achieving **250K+ daily impressions, 3,000+ daily clicks**, with most keywords in Google's top 10
- Publish **5-8 SEO-driven articles monthly** across long-form, tutorials, landing pages, and product documentation
- Write email campaigns for product launches, feature updates, and nurture sequences
- Manage multilingual workflows (WPML, vendor translations) delivering **7K+ impressions and 150+ clicks daily**
- Build LLM optimization systems for **Google AI Overviews** and generative search visibility
- Develop strategic content clusters to boost topical authority (GDPR, Microsoft Clarity, Wix compliance)
- Design programmatic SEO workflows to scale content production
- Lead content strategy for website revamps of **cookieinfo.com** and **cookieserve.com**
- Create affiliate and partner enablement content for co-marketing programs
- Write PR articles for product announcements and thought leadership
- Collaborate with product, design, and engineering on feature launches and YouTube content
- Ran four Product Hunt campaigns, including one that earned **#1 Product of the Day**

Oxford University Press

Dec 2012 – Feb 2017

New Delhi & Noida, India | World's largest university press

Editorial Trainee → Assistant Editor (Commissioning) → Assistant Development Editor

- Progressed through three roles with increasing responsibility in editorial strategy, commissioning, and manuscript development
- Managed end-to-end manuscript development across technical titles
- Guided authors from concept to publication
- Conducted market research to identify publishing opportunities
- Evaluated book proposals and managed author acquisition pipeline
- Visited universities to scout and recruit potential authors
- Delivered **five major publishing projects** on time and within budget
- Coordinated with copyeditors, production teams, and academic stakeholders
- Developed online resources and marketing briefs
- Received **Value Ambassador Award – Innovation** for contributions to editorial excellence

SKILLS & TOOLS

Domains: B2B SaaS • Privacy Tech • GDPR / CCPA Compliance • Cookie Consent

Strategy: Content Strategy • SEO • AI Search / GEO • Editorial Calendaring • E-E-A-T • Content Ops

Writing: Long-form • PR Articles • Email Marketing • Product Docs • Landing Pages • Video Scripts

Tools: Ahrefs • WordPress • GA4 • Search Console • Canva • Figma • Asana

AI: ChatGPT • Claude • Gemini • Perplexity • Grok • Lovable

CERTIFICATIONS

IBM AI Product Manager (2025) • **AI for Marketers** – HubSpot (2025) • **Google Prompting Essentials** (2025)

Content Marketing – HubSpot (2024) • **Product-Led Growth Fundamentals** – ProductLed (2022)

EDUCATION

Diploma in Education (D.Ed) – Board of Secondary Education, Madhya Pradesh 2013 – 2014

B.Tech, Electronics & Communications – University of Calicut, Kerala 2008 – 2012

AWARDS & ACCOMPLISHMENTS

Value Ambassador Award – Innovation, Oxford University Press India

Athletics & Sports: Volleyball Team Captain • 3rd Place, 200m Run (2007) • Kho-Kho Runners-up (2002–03 & 2006–07)

Academic: 2nd Place, NIIT Wizard Search Contest (2003) • 62%, All India Pre-Senior UN Information Test (2003)

Community: Volunteer, Global Cancer Concern • Participant, Run For Land – National Land Resources Conservation

Languages: English (Professional) • Hindi (Native) • Malayalam (Native)