

Mashkoor Alam

Content Marketing Manager | SEO • AEO • GEO

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PROFESSIONAL SUMMARY

Content Marketing Manager with 3+ years leading SEO-driven content engines at B2B SaaS companies. Proven track record in scaling organic visibility and AI visibility, building AI-powered content workflows and managing high-performing team of writers. Hands-on expertise in Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO), ensuring brand discoverability across both traditional and AI-driven search platforms like ChatGPT, Perplexity, Claude and Google SGE. Combines analytical problem-solving, cross-functional collaboration, and data-led strategy to deliver measurable business impact.

KEY ACHIEVEMENTS

- Scaled Mailmodo's content engine with a team of 5+ writers from 82K to 151K monthly organic sessions and LLM-referred traffic to 1.3K+ monthly sessions
- Experimented with and built Mailmodo's AI search monitoring framework, tracking brand citations and referral traffic across LLMs, translating insights into content and technical optimizations
- Conceptualized and built a programmatic content system of 100+ pages targeting LLM visibility, driving 10x SEO traffic growth in 5 months from 149 to 1.6K+ monthly sessions and earning 4.6K+ citations a month across ChatGPT, Perplexity, Gemini, and Google AI Overviews
- Delivered 50+ high-quality SEO articles for SaaS and eCommerce clients as a freelancer

WORK EXPERIENCE

Mailmodo Technologies Pvt. Ltd. Content Marketing Manager

August 2023 – Present

- Led, mentored and trained a team of 5+ writers, increasing content output and maintaining quality standards across blogs and landing pages
- Planned, researched and executed content strategy aligned with business goals, product needs, and SEO opportunities, improving rankings across high-intent keywords
- Pioneered AEO and GEO strategies to ensure content visibility in AI-generated answers on platforms like ChatGPT, Perplexity, and Google SGE
- Built AI-powered programmatic workflows using automation and AI tools, enabling bulk page creation and significantly reducing content production time per piece
- Built early frameworks to monitor AI-driven referrals and mentions, translating insights into content and technical improvements
- Conducted regular technical SEO audits and maintained SEO hygiene, ensuring proper indexing, crawlability and site health.

Mercor

August 2025 – October 2025

QA Analyst (Part-time / Contract)

- Conducted AI response evaluation, accuracy checks, and quality scoring based on predefined rubrics
- Performed interview assessments, response validation, and task-based evaluations; ensured consistency across submissions using strict quality frameworks

Mailmodo Technologies Pvt. Ltd. Content Writer

May 2023 – July 2023

- Wrote SEO-friendly blogs, email templates, and landing pages supporting product launches and growth campaigns
- Applied AI-assisted writing and editing practices to scale production while maintaining quality; collaborated with product and design teams for on-brand messaging

Freelance

March 2022 – Present

Content Writer

- Delivered 50+ high-quality SEO articles across SaaS, eCommerce, email marketing, AI tools, how-to guides, and thought-leadership topics
- Mass-produced how-to content using AI models and editing workflows; conducted competitor analysis to improve topical relevance and content strategy
- Collaborated with editors and clients to deliver on-time, conversion-focused content for blogs and product-led pages

Revolut

January 2023 – March 2023

FinCrime Analyst

- Performed KYC reviews, transaction monitoring, and risk assessments while ensuring compliance with internal and regulatory requirements
- Investigated and reported suspicious activities using internal and external research tools with precision and accuracy

Amazon

August 2021 – January 2023

Transaction Risk Investigator

- Investigated seller and buyer accounts across global marketplaces (US, UK, IN, CA, JP) to identify fraud, abuse, and high-risk behavior within strict SLAs
- Contributed to internal tool and SOP improvements, reducing contact handling time; prepared daily operational reports tracking performance

St. Augustine's Day School, Kolkata

June 2016 – August 2021

Teacher

- Designed engaging lesson plans and assessments for primary learners; maintained detailed progress records to track student outcomes
- Delivered teacher training sessions on e-learning platforms; planned and hosted multiple cultural events and school functions

SKILLS & TOOLS

Search & discoverability: SEO, AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), keyword research, competitor analysis, trend analysis

Content & strategy: Content strategy, product-led content, long-form writing, copywriting, editing & proofreading, content outlining

AI & automation: Prompt engineering, AI workflow creation, AI-powered automation, AI chatbot creation

Analytics & tools: GA4, Looker Studio, Google Search Console, WordPress, Strapi, Notion, Google Workspace, Figma, Whimsical, Ahrefs, Slate, Siftly

Management & operations: Team leadership, project management, training & onboarding, report creation, interview proctoring, cross-functional collaboration

EDUCATION

Bachelor of Education (B.Ed)

2020

The University of Burdwan

Master of Arts (M.A.) in English

2018

Netaji Subhas Open University

Bachelor in Arts (B.A.)

2013

University of Calcutta

Teachers' Training

2016

The Assembly of God Church Teachers Training Jr. College