

Sreekar Kutadi

B2B SaaS Content Marketer

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SUMMARY

B2B SaaS Content Marketer with 4 years of experience building content engines that drive pipeline. I write BOFU content that converts, build AI tools that automate marketing operations, and create knowledge resources that establish topical authority.

WORK EXPERIENCE

Spike, Content Marketer

Jun 2025 - Present · Full-time · Remote

- Built Spike's content engine from scratch, growing monthly signups 5x and tripling MRR
- Wrote 100+ BOFU blog posts targeting high-intent buyers (spike.sh/blog)
- Built four AI marketing agents automating analytics queries, broken link detection, competitive intelligence, and industry news delivery
- Created the most comprehensive incident management glossary on the internet (spike.sh/glossary)
- Wrote 30 in-depth incident response guides establishing Spike as a topical authority (spike.sh/blog/category/guides)
- Grew organic blog traffic 3.5x and achieved 108 domain citations across ChatGPT, Perplexity, Copilot, and Google

Spike, Freelance Content Writer

Aug 2023 - Jun 2025 · Freelance · Remote

- Wrote BOFU blog posts, competitor analyses, and product content across incident management, on-call scheduling, and DevOps topics

TripleDart, Freelance Content Writer

Aug 2023 - Apr 2024 · Freelance · Remote

- Wrote blog posts educating TripleDart's B2B SaaS marketing audience

Stackblocks, Freelance Content Writer and Strategist

May 2024 - Jun 2025 · Freelance · Remote

- Strategized and created BOFU blog content to drive conversions for Stackblocks App

Freelance Content Writer across B2B SaaS, AR/VR, and design companies

2022 - 2023

NOTABLE WORK

- Incident Management Glossary: 525 terms, the most comprehensive on the internet (spike.sh/glossary)
 - 30 in-depth incident response guides, freely available (spike.sh/blog/category/guides)
 - Four AI marketing agents built with Claude, automating analytics, broken link monitoring, competitive intelligence, and industry news
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SKILLS

BOFU Content Strategy · SEO/AEO · AI Marketing Tools · Competitive Analysis · Content Operations