

# ATHIRA NAIR

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## Senior Content Marketing Manager

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Content Marketing Manager with 7+ years in B2B strategy, specializing in SaaS, cybersecurity and venture capital. Expert in creating engaging, multi-channel content - from whitepapers to blogs - that supports brand identity and increases lead-generation. Skilled in translating complex insights into accessible narratives and aligning content with sales and marketing goals. Proven track record in building thought leadership and brand trust through high-quality, data-driven content.

## SKILLS

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Storytelling, Brand voice development, Technical writing, Copywriting, Content guidelines & governance, Social media management, Cybersecurity content, Cross-functional collaboration, Tech content expertise, Multimedia content creation, Proofreading & editing, Project management, Attention to detail, Thought leadership content creation, SEO content.

## EXPERIENCE

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### Senior Copywriter | TomTom | Amsterdam, Netherlands

2024 January - Present

*A technology platform focusing on Europe and North American automotive and enterprise markets.*

- Developed and implemented comprehensive B2B content strategies with newsletters, blog posts, customer case studies, and marketing campaigns, which aligned with business goals and increased lead generation.
- Led cross-functional teams in the design and execution of engaging social media content at TomTom, increasing follower engagement.
- Produced relevant content for cross-channel initiatives - including webinars, podcast scripts, and interviews with thought leaders - aligned with TomTom's brand voice and showcasing thought leadership globally.
- Managed TomTom's proofreading and fact-checking process with rigorous attention to detail and SEO principles, leading to a 10% improvement in search engine rankings for key content pieces.
- Collaborated with product, marketing, and design teams to deliver engaging narratives that simplified complex concepts.

### Senior Content Manager | trica/ LetsVenture | Bangalore, India

2021 December to 2023 March

*A private market investment firm and equity management SaaS platform.*

- Managed end-to-end content production, ensuring all materials aligned with brand voice and messaging.
- Conducted market research and kept a check on competitor content to make informed decisions on content strategy.
- Produced text and video content tailored for UHNIs, family offices, and startup investors, boosting engagement from these target groups.
- Supported marketing initiatives during trica's expansion to Asia and the Middle East by crafting media notes, press releases, and investor pitches, which enhanced market entry efforts and facilitated vital partnerships.
- Led the research, writing, and timely publishing of long-form content such as blogs, newsletters, and reports as well as the content for social media, increased lead generation by 24% in six months.
- Composed reports on content performance using data from various analytics tools and assessing KPIs to provide actionable recommendations.

## Freelance content consultant | Bangalore, India

2021 January to 2021 December

- Delivered blog content for startups and corporations, including Amazon India.
- Generated web content in video format for an NGO, boosting their digital presence.
- Provided editorial consultation, assisting brands with tone of voice refinement and style adherence.
- Worked closely with clients in tech and SaaS sectors to produce industry-specific content that enhanced brand positioning.

## Senior Correspondent | YourStory & MAKERS India | Bangalore, India

2015 September to 2021 January

*The go-to media platform for the Asian startup community. MAKERS India was a collaboration between YourStory & Verizon Media .*

- Directed the initial content strategy in MAKERS India, enhancing brand presence with impactful stories.
- Built and mentored a content team providing guidance on language, structure, and style.
- Developed and enforced editorial guidelines, maintaining consistency across all published material.
- Elevated content quality with exclusive, in-depth stories on India's startup scene and interviews with hundreds of tech leaders, entrepreneurs, fund managers, investors, and changemakers.
- Significantly increased pageviews from 3 million to 12 million in five years, reflecting a major impact on audience engagement and brand growth.
- Edited and curated high-quality editorial and social media content, ensuring accuracy, engagement, and adherence to house style.
- Contributed to shaping organizational tone of voice to reflect changing audience needs in the techlandscape.

## Correspondent | The Economic Times | Bangalore, India

2014 December to 2015 August

- Covered news and authored feature stories on real estate, sustainability, workplaces, lifestyle, technology, startups, and more, meeting deadlines daily.

## Sub Editor | The Hindu | Chennai, India

2010 June to 2012 August

- Edited news copies at the national and regional desks and ensured that the pages went to print on time, overseeing the night shift team.

## EDUCATION

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### Master of Science (MSc), Gender and International Relations

2012 - 2014

University of Bristol, Bristol, United Kingdom

### Post Graduate Diploma in Journalism

2009 - 2010

Asian College of Journalism, Chennai, India

### Bachelor's degree in English with Copy Editing

2006 - 2009

Sacred Heart College, Cochin, India