

# ANKUR BHARDWAJ

bhardwajankur6@gmail.com | +91-7428564364

Gurgaon, India 122001

**LinkedIn:** [Linkedin.com/in/deathfuel](https://www.linkedin.com/in/deathfuel)

**WWW:** [Https://drive.google.com/file/d/161TvQjX7pyA1rUt0A](https://drive.google.com/file/d/161TvQjX7pyA1rUt0A)

## SUMMARY

Research-led thought leadership and editorial governance across AI, cloud, and digital customer communication. I develop defensible points of view, set sourcing and quality standards to prevent overclaiming, and turn complex signals into clear narratives and flagship long-form assets for senior stakeholders. My work has produced durable content that stays in production, sustains multi-year top search visibility, and supports enterprise demand.

### Thought leadership outcomes

- Led end-to-end development of flagship narratives across AI, cloud, and software economics, owning framing, hypothesis validation, sourcing standards, and final editorial sign-off.
- Produced durable, high-credibility assets that sustained multi-year top visibility in competitive topics, including featured placements and citation in AI answer panels.
- Authored a flagship AI economics POV ("Cost to Build ChatGPT") that became a recurring demand driver (2–3 inbound enterprise leads/month).
- Codified repeatable editorial governance (sourcing discipline, narrative standards, briefing frameworks) to improve consistency, reduce rework, and train writers.

## EXPERIENCE

**Content Marketing Manager** | SocialPilot - Gurgaon (remote) *05/2025 - Current*

- Owned editorial integrity, narrative standards, and long-form content architecture across the product ecosystem.
- Enforced original source only policy.
- Led restructuring of 900+ URLs into a coherent narrative and topical system.
- Increased organic signups from ~70 to ~130 per month as an outcome of narrative and structural improvements.
- Reduced editorial TAT by one working day using CI-style feedback loops.

**Technical Content Lead** | Appinventiv - Noida *2023 - 2024*

- Led content function end-to-end; directed narrative strategy across AI, cloud, and app development.
- Trained writers to produce consistent Top-5 SERP debuts using clarity-first editorial systems.
- Doubled organic traffic (80k → 160k/month) through narrative depth and accuracy.
- Authored three rank-1 articles including the ChatGPT cost piece generating recurring \$25k+ AI leads.
- Managed messaging for PR, corporate releases, and website revamp.

**Associate Manager Content** | Apollo 24/7 - Gurgaon

*2022 - 2022*

- Delivered #1 rankings for high-intent medical queries supporting app acquisition.
- PR placements in TOI, Indian Express, The Hindu.
- Hosted weekly YouTube show.

**Senior Content Associate** | QED42 - Gurgaon (remote) 2021 - 2022

- Produced long form technical content on Drupal, cloud, and engineering topics for enterprise buyers.
- Partnered with engineering and sales to translate solution architecture into narrative assets for deals.

**Senior Process Associate** | Cognizant - Gurgaon 2020 - 2021

- Edited enterprise RFP/RFI documents for Google Cloud; improved clarity and technical precision.

**Senior Copy Editor** | Economic Times & Business Standard - Delhi, India 2016 - 2018

- Delivered fast, accurate business and tech reporting
- Played a key role on the main desk team, providing real-time coverage of major events such as Budget and the elections, delivering updates on critical political developments.

## SKILLS

**Domains:** AI/LLMs, cloud (Azure/AWS/GCP), SaaS, infrastructure economics, developer ecosystems.

**Narrative & Editorial:** strategic communications, technical storytelling, thought leadership, editorial governance, clarity frameworks, content systems.

## EDUCATION AND TRAINING

Asian College of Journalism - Chennai 2016  
**Master of Arts:** Journalism

Maharishi Dayanand University - Gurgaon 2013  
**Bachelor of Arts:** English Literature

## CERTIFICATIONS & LICENSES

AI certifications from Google and Microsoft

[https://www.skills.google/public\\_profiles/14962091-10fd-4ead-8afc-3635ab6bf4a4](https://www.skills.google/public_profiles/14962091-10fd-4ead-8afc-3635ab6bf4a4)

<https://learn.microsoft.com/en-us/users/ankurbhardwaj-7512/>