

Amit Srivatsa Gorti

Senior Content Strategist | AI-Driven Growth & Content Operations | MBA

 Almere, Netherlands ·  amitsgorti@gmail.com ·  amitsrivatsa.com ↗ ·  ·  · 

PROFILE

Senior content strategist with **10+ years of experience** spanning global enterprises (**Adobe, NetApp**) and founder-led ventures. Specialises in **AI-assisted content operations, SEO-driven editorial strategy**, and building scalable publishing workflows.

Proficient in the full **Adobe Creative Cloud suite**, including Premiere Pro, After Effects, Photoshop, and Illustrator, with hands-on experience producing **animated video, motion graphics, and design systems** alongside written strategy work. Combines creative production capability with data-driven decision-making to deliver measurable growth.

EXPERIENCE

Marketing Coordinator

2025 – Present

[Solid Optics EU NV](#) · Almere, Netherlands

- Introduced **AI-assisted workflows** that cut content production time by ~50%
- Created **training videos** and quizzes for optics testers, standardizing onboarding processes
- Produced 12+ animated videos from legacy HR/ISO policies, supporting successful **ISO audits**
- Planned marketing support for industry events, improving post-event sales follow-ups

Senior Content Strategist

2022 – 2023

[Adobe Inc](#) · Bengaluru, India

- Blended **creative storytelling** with data-driven insights to drive brand awareness
- Boosted **user acquisition** by 11% through strategic content and SEO initiatives
- Increased trial-to-paid **conversions** by 6% with targeted self-service content paths
- Collaborated globally to build scalable content strategies across regions

Content Strategist

2019 – 2022

[NetApp Inc](#) · Bengaluru, India

- Optimized **knowledge base** to reduce bounce rates by 20% and boost CTR by 10%
- Enhanced **AI-driven chatbots**, resulting in a 30% increase in user engagement
- Leveraged automation via Copilot to significantly improve **project execution** speed
- Collaborated with engineering and product teams to align technical messaging

Content Writer & Designer

2015 – 2018

[Full Circus Media](#) · New Delhi, India

- Executed high-quality **copy-driven content** for diverse B2B and B2C clients
- Designed **corporate identity** sets including brochures and high-conversion flyers
- Managed **performance marketing** campaigns on Google Ads & LinkedIn with measurable ROI
- Led creative direction for multiple startup brand launches and rebrands

Founder

2023 – Present

Magic Wand Solutions

AI consultancy helping SMEs integrate intelligent workflows, automated content engines, and fractional CMO strategy.

Co-founder

2020 – 2021

Meraki Works

Creative collective delivering brand identity and design systems for early-stage startups across niche markets.

Co-founder

2018 – 2019

BrandOne Apparels

Shopify-based clothing brand generating ₹180,000 in revenue through organic social, reaching 1,000+ Instagram followers in three months.

 EDUCATION

Full-time MBA

TIAS School for Business & Society, Netherlands · 2024

Masters in Economics

Toulouse School of Economics, France · 2012

BSc (Hons) Economics

Sri Sathya Sai Institute of Higher Learning, India · 2011

 INTERESTS (AND WHAT THEY TEACH ME)

 **Chess** strategic pattern recognition and competitive play

 **Cricket** patience, statistical analysis, and balancing risk with resilience

 **Close-up card magic** precision, audience psychology, and the art of holding attention

 **Chai** the value of daily rituals and creating space for focused thought

 LANGUAGES

English C2 Proficient

Hindi Native

Dutch Learning

French Comme ci, comme ça 😊