

ROMEO NICHOLAS ROZARIO

B2B SaaS Content Strategist | Digital Marketing Specialist

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Language: English — C1 (IELTS 7.5, British Council)

PROFILE

B2B and B2C growth marketer with five years of experience in content strategy and digital marketing across SaaS, email deliverability, eLearning, and health and social care: full-funnel growth spanning content strategy, SEO, paid media, email marketing, and product launches for international teams across Europe, the UK, and the Middle East. Earlier work covered the WordPress product ecosystem. Currently leading growth content and social media for a SaaS email deliverability platform.

WORK EXPERIENCE

Content & Social Media Manager — E-Warmup (Twitty Digital Marketing)

Feb 2026 — Present

- **Results:** content and campaigns supporting 5,000+ businesses on the platform, 50+ articles written, and 2x ROAS achieved on marketing spend.
- Own content strategy for E-Warmup, a SaaS email deliverability and warmup platform.
- Plan and maintain blog and social media editorial calendars end-to-end.
- Own the CEO's content calendar end-to-end, writing and publishing founder-led content from the CEO's LinkedIn.
- Write landing page, product, and educational marketing content, plus case studies.
- Work with the launch team on Product Hunt, App Sumo, and Open Launch, creating launch content and shipping alongside the core team.
- Own email marketing strategy, copywriting, and email sequences in Loops.so for lifecycle and product automation.
- Build keyword-researched, SEO-focused content and track performance metrics to optimize for growth and engagement.
- Assist HR and management with recruitment and hiring, including sales executive and designer roles.

Content Marketing Specialist — WellDev AG

Jan 2025 — Aug 2025

- Built content and editorial strategy for three concurrent B2B SaaS brands: Welltravel, InnoTix, and trueAct.
- **LinkedIn growth:** grew company LinkedIn following from 35K to 50K+ through consistent social content and reporting.
- Wrote landing pages, social, print, and email marketing across an international portfolio.
- Partnered daily with teams across Switzerland, Austria, Germany, and North America.
- Ran on-page and off-page SEO and lead generation across multiple channels.

Marketing Team Lead & Senior Content Writer — Codezen Technologies Ltd

Dec 2023 — Jan 2025

- **Results:** drove 2M+ search impressions in 3 months and 2,000+ email leads in 6 months for Care Skills Training (UK health and social care eLearning); wrote 100+ healthcare articles and helped the blog reach #2 in UK search rankings.
- Owned website, social, email, and content strategy end-to-end for careskillstraining.org and skillxcellence.org.uk.
- Managed Google, Microsoft, and Meta paid ads: budget planning, keyword audits, A/B testing, and bid optimization.
- Ran email marketing in MailerLite: copywriting, email sequences, and marketing automation flows including abandoned cart, plus email calendars to keep campaigns on track.
- Built traffic analysis and marketing reports via GA4, GSC, and Google Looker Studio.

Creative Content Writer — XpeedStudio (Wpmet)

Sep 2023 — Dec 2023

- SEO content writer for getgenie.ai, wpmet.com, xpeedstudio.com, and yosuite.com.
- Ads copywriter (Google & Meta) for GetGenie AI, ShopEngine, and ElementsKit.
- Social media manager (Facebook, Instagram, Twitter, LinkedIn) for GetGenie AI.
- Video content presenter and scriptwriter (YouTube, Facebook, TikTok).

Digital Marketing Strategist — Authlab Limited (WPManageNinja)

Aug 2022 — Sep 2023

- Led content and marketing for Paymattic and AzonPress, plus the wpmanageninja.com pillar blog.
- Wrote documentation, landing pages, and product content; managed on-page SEO.
- Ran social media for Paymattic across Facebook and Twitter.
- Worked hands-on with the product suite (Fluent Forms, Ninja Tables, FluentCRM, Paymattic, and AzonPress) to understand each plugin and create content on it.

SKILLS & TOOLS

Content & Strategy: Content Strategy, GEO/AEO, SEO (On/Off-Page), Copywriting, Editorial Planning, On-Camera Presenting, Link Building, Video Scriptwriting, Prompt Engineering

Growth & Paid: Paid Media (Google, Microsoft, Meta), Lead Generation, Email Marketing (Loops.so, MailerLite, Mailchimp), Email Marketing Automation (Sequences, Abandoned Cart), Email Calendars, B2B Emailing, Product Launches (Product Hunt, App Sumo, Open Launch), Social Media Management & Scheduling (Buffer, Hootsuite)

Analytics & Tools: GA4, Google Search Console, Looker Studio, MonsterInsights, Ahrefs, Semrush, RankMath, Yoast, Notion, Jira, WordPress, ChatGPT, Claude, Gemini, Canva, Codex

CERTIFICATIONS

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| • Fundamentals of Digital Marketing — Google | • Search Engine Optimization — Ahrefs |
| • Content Marketing Certification — HubSpot | • Google Ads + Microsoft Ads Certification — Udemy |
| • Social Media Marketing Certification — HubSpot | • Claude Marketing 101 — GrowthPair |
| • Digital Advertising Certification — HubSpot | |

EDUCATION

M.S.S., Economics — Shahjalal University of Science & Technology (SUST), Sylhet, BD • 2022

B.S.S., Economics — Shahjalal University of Science & Technology (SUST), Sylhet, BD • 2020

WORK SAMPLES

Content Portfolio: <https://www.romeorozario.com/blog/>

Personal site: <https://www.romeorozario.com/>