

# JAMES KELLY

## Content Lead

jameskelly1991@gmail.com | linkedin.com/in/james-kelly14 | jameskellyportfolio.netlify.app | Nationality: British | Location: Malaga, Spain

---

Content Lead with 8+ years in B2B SaaS, currently the content lead at Boundless (now part of Payoneer, NASDAQ: PAYO). Hands-on content producer and editor who owns the full content lifecycle from ideation through to publication and distribution. Uses AI tools (Claude, ChatGPT, Perplexity) daily as core production tools for research, drafting, restructuring, repurposing, and scaling content output. Built and ran the company's SEO, AEO, social media, and core messaging. Pioneered AI search visibility strategy, increasing presence in LLM-generated responses from 2% to 22%. Organic became the top source for closed deals. Previously produced content for 50+ B2B SaaS startups across the US, Europe, and the Middle East.

## CORE COMPETENCIES

---

**Content Production:** Blog Posts, Landing Pages, Social Media Content, Email Campaigns, Case Studies, eBooks, Whitepapers, Webinar Content, Sales Enablement Materials, Website Copy, Product Messaging, Thought Leadership & Ghostwriting

**Strategy & Distribution:** SEO, Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO), AI Search Visibility, Content Strategy, Social Media Strategy, Brand Voice & Messaging, Editorial Calendar Management, Keyword Research, Competitive Analysis

**AI Tools & Workflows:** Claude (daily), ChatGPT (daily), Perplexity (daily), AI-assisted research, AI-assisted drafting & editing, AI content repurposing, AI-powered competitive analysis, Prompt engineering for content production

**Other Tools:** Ahrefs, Google Analytics (GA4), Google Search Console, HubSpot, WordPress (CMS), Surfer SEO, Figma, Asana, Canva

## PROFESSIONAL EXPERIENCE

---

### Boundless / Payoneer

April 2024 – Present

Senior Content Strategist (Content Lead) | Remote

Sole content producer and strategist in a three-person marketing team at a B2B SaaS startup operating across 110+ countries.

- **Produced content across all formats and channels**, including blog posts, landing pages, social media content, email campaigns, eBooks, case studies, webinar content, sales enablement materials, and website copy. Wrote, edited, and published consistently while maintaining high editorial standards across all output.
- **Used AI tools daily to scale content production.** Claude, ChatGPT, and Perplexity are built into every stage of my workflow: research, first drafts, restructuring long-form content into shorter formats, repurposing across channels, competitive analysis, and keyword research. AI is how I maintain high output as a sole content producer without dropping quality.
- **Pioneered the company's AEO and AI search visibility strategy**, increasing brand presence in LLM-generated responses from 2% to 22% across ChatGPT, Gemini, and Perplexity. Built the measurement framework for tracking citation frequency and competitive benchmarking across AI platforms.
- **Owned SEO and grew top 3 Google rankings by 94% to all-time highs;** increased domain rating by 23% (to 53) through content production, topic clustering, and link acquisition. Organic became the company's top source for closed deals, contributing to €3M+ in annual pipeline.
- **Managed the company's social media presence** including the CEO's LinkedIn as part of a founder-led marketing strategy. Produced 80+ posts that generated 250K+ organic impressions and 3K+ engagements. Wrote all content, managed the publishing schedule, and tracked performance.
- **Defined the company's tone of voice and core messaging** around compliance and white-glove service. Ensured consistent messaging across website, social media, email, sales materials, and all external communications.
- **Led a full site migration to a new WordPress CMS**, producing and optimising all web content, structured data, and digital assets. Increased click-through rates by 22% on key service pages.

- **Secured earned media placements in Forbes, Payroll.org, and leading HR publications.** Wrote all contributed content and managed the editorial relationship with each publication.
- **Managed freelance writers and three external agencies** (SEO, PR, social ads). Briefed, reviewed, and quality-controlled all external output before publication.

### Davies Group, Consulting Division

October 2022 – February 2024

Senior Content Writer | London

- **Produced all content for the enterprise consulting website from brief to go-live**, including information architecture, UX copywriting, service descriptions, and SEO foundations across all verticals.
- **Wrote thought leadership content for senior consultants and partners** across banking, insurance, and asset management. Long-form articles, white papers, opinion pieces, and social media content.
- **Developed the division's SEO content strategy**, conducting keyword research, building topic clusters, and producing long-form content targeting high-intent search terms.
- **Led content communications through a major acquisition**, developing brand voice guidelines and producing consistent messaging across multiple business units.

### Independent Consultant

2019 – October 2022

Content Strategy & SEO Consultant | Remote

Clients included Ledger, WalkMe, Papaya Global, Lightricks, HiBob, Walnut, Elementor, CheckPoint, Checkout.com, SimilarWeb, and DataRails.

- **Produced content marketing materials and SEO content for 50+ B2B SaaS startups** across the US, Europe, and the Middle East. Blog posts, landing pages, case studies, whitepapers, email sequences, and website copy across cybersecurity, fintech, crypto, and compliance.
- **Delivered keyword research, competitive analysis, and content strategies** focused on high-intent buyer keywords and conversion rate optimisation across a range of B2B SaaS verticals.

### Freelance Content Writer

2016 – 2019

Content Writer & SEO Specialist | Remote

- **Produced long-form blog content, website copy, and marketing collateral** for early-stage B2B SaaS companies. Built a client base across Europe and the Middle East through referral and direct outreach.

## EDUCATION

---

BA Business Studies, University of Liverpool

2016