

Solomon Mugo

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Profile

Results-driven **content strategist and freelance writer** with 6+ years of experience crafting SEO and thought-leadership content for global SaaS, fintech, and marketing brands, including **HubSpot**, **Ahrefs**, and **A+ Federal Credit Union (A+FCU)**.

Expert at turning complex technical and financial concepts into clear, actionable stories that boost traffic, engagement, and brand trust. Skilled in SEO research, editorial strategy, and data-informed storytelling that aligns with marketing and funnel goals.

Core Skills: Content Marketing • SEO Strategy • SaaS Writing • Fintech Copywriting • Editorial Planning • Keyword Research (Ahrefs, SurferSEO) • UX Copywriting • B2B/B2C Storytelling

Work Experience

HubSpot - Content Marketing Collaborator (Freelance, 2023–Present)

- Produced inbound marketing explainers and CRM guides read by 100K+ marketers worldwide.
- Built topic clusters and SEO briefs that increased organic blog visibility by **35%**.
- Collaborated with HubSpot SMEs to align tone and ensure content supported conversion-focused campaigns.

Ahrefs - SEO & Educational Content Partner

- Created in-depth tutorials and case studies, turning Ahrefs data into practical SEO workflows.
- Drove a **40% growth in organic sessions** through data-backed keyword optimization.
- Collaborated with Ahrefs' marketing team to produce shareable, evergreen content supporting education and brand authority.

A+ Federal Credit Union (A+FCU) - Financial Content Specialist

- Developed compliance-aware explainers and product copy, simplifying digital banking for 180K+ members.
- Increased member engagement by **25%** through targeted financial education content.
- Partnered with product and CX teams to refine tone and improve trust-driven communication.

VPNalert.com - Content Creator

- Authored privacy, VPN, and cybersecurity articles achieving **90%+ SurferSEO optimization**.
- Increased site dwell time by producing keyword-driven, visually enhanced long-form content.
- Collaborated with designers to develop custom infographics that improved reader retention.

Additional Collaborations

WeShare.com - Digital Content Writer (2021–2022)

- Delivered concise, factual SaaS and productivity articles for a tech-savvy audience.
- Conducted keyword research and audience feedback analysis to inform topic strategy.
- Collaborated with editors and designers to polish and publish content on schedule.

Upwork.com - Freelance Writer (2020–Present)

- Produced SEO and marketing content for startups and agencies across diverse niches.
- Managed client relationships, briefs, and revisions with 100% satisfaction scores.
- Balanced creativity and strategy to meet deadlines and exceed campaign objectives.

Education

Towson University — *M.Sc. Computer Science* (2021–2023)

Kenyatta University — *B.A. Journalism* (2016–2020)

Combined technical and storytelling expertise to create data-informed content strategies.