

# Farah Rahman

## Freelance B2B SaaS Blog Writer and Copywriter

[Portfolio](#) | [LinkedIn](#) | [Upwork](#) | [Email](#) | Karachi (PK) | Open to Remote Work Only

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### **Career Summary**

I'm a results-driven freelance B2B SaaS blog writer and copywriter with 3+ years of experience creating high-converting content for SaaS products, tech startups, and SMBs. I blend my tech and business expertise to transform complex SaaS concepts into engaging, informative, and persuasive copy for the target audience. My focus areas include AI, HR, marketing, productivity, cybersecurity, and emerging technologies.

### **Writing Skills and Technical Expertise**

- Technology Blog Writing
- Content Refresh & Update
- Landing Page Writing
- Short Case Study Blog Writing
- Copy Editing (Personalization)
- On-Page SEO (Optimization)
- WordPress Article Drafting & Publishing
- AI Writing (ChatGPT, Gemini, & Perplexity)
- Surfer SEO & Rank Math Optimization
- Grammarly & Hemingway Editor
- SOP, Scribe, & Style Guide Development
- G Suite (Google Docs, Sheets, Email)
- ClickUp, Trello, Slack, & Zoom
- Canva, Greenshot, & Mango Recorder

### **Professional Experience**

#### **Lead Editor | Blogmarkt | Freelance**

**Jun 2022 – Present**

- Manage a team of writers to ensure consistent quality and to meet deadlines.
- Develop and implement SOPs to streamline the content creation process.
- Write engaging and informative tech content for SaaS products.
- Communicate complex technical concepts clearly through various content formats.
- Fact-check, refresh, and personalize AI-generated content based on the target audience.

#### **Lead Tech Writer & Editor | Serprisingly | Freelance**

**Nov 2022 – May 2024**

- Managed a team of writers and editors, providing guidance and feedback.
- Developed and implemented SOPs to ensure content consistency and quality.
- Conducted market research to identify content opportunities and update content plans.
- Wrote compelling and informative technical content for target audiences.
- Optimized website content for SEO using Surfer SEO and Rank Math.
- Fact-checked and copy-edited content for accuracy, clarity, and style consistency.
- Refreshed existing content to maintain its relevance and effectiveness.
- Sourced images to add value and credibility to blog posts.
- Drafted and published blog posts on WordPress.
- Assisted with ghostwriting projects as needed.
- Supported the recruitment process to attract top talent.

#### **Content Writer & Editor | Freelance**

**Jul 2020 – Oct 2022**

- Created clear and informative content for both technical and non-technical audiences.
- Wrote engaging and optimized blog posts on various technology topics.

- Refreshed content for clients in the tech, SaaS, HR, marketing, tech, and productivity spaces.
- Utilized on-page SEO best practices to improve organic traffic to client blogs.

## **Other Experience**

### **HR Executive | Aciano Technologies | Pakistan & US (Hybrid)**

**Nov 2019 – Oct 2020**

- Established PMS with KPIs, appraisals, and flexible work options.
- Streamlined HR processes by restructuring workflows and documentation.
- Utilized collaboration tools to ensure work transparency and productivity.
- Analyzed HR data and prepared monthly reports for strategic decision-making.
- Managed the recruitment process, including job postings, candidate sourcing, onboarding, and reference verification.

### **HR Assistant | Advans Pakistan Microfinance Bank | Pakistan & France (Onsite)**

**Oct 2018 – Nov 2019**

- Maintained an HRIS and HCM system.
- Developed and delivered HR presentations and reports.
- Assisted in the creation and implementation of HR policies and procedures.
- Coordinated onboarding and related activities.
- Provided first-line support for employee HR inquiries.

## **Education and Relevant**

- **Specialization in Copywriting**  
Skills to Income Accelerator, CaterpillHERs, Pakistan, 2024 ([View Credential](#))
- **Specialization in Content Writing and Editing**  
University of Michigan, Coursera, US, 2021 ([View Credential](#))
- **Masters in Business Administration**  
PAF KIET, Pakistan, 2015 - 2018
- **Bachelors in Computer Science**  
Jinnah University for Women, Pakistan, 2011 - 2014

## **Awards and Honors**

- **Her Wellness Simplified (2025)** – Gained insights into leadership, wellness, professional networking, and career development through a women-focused professional development event.
- **Karachi Slush'D (2024)** – Attended via WomenInTechPk community to learn about latest tech trends, startup initiatives, and gain insights from tech industry leaders.
- **Project Evaluator Shield (2023)** – Honored by the institute's management for contributions to project evaluation events for MBA and BBA students at PAF-KIET in 2019, 2022, and 2023.
- **Best Presenter Award (2018)** – Won for the presentation of the final year MBA thesis project about the “Core Self Evaluation” topic at PAF-KIET.
- **Director's Honors Badge (2016)** – Recognized for outstanding academic performance at PAF-KIET.
- **Scholarship Recipient (2015)** – Awarded throughout the Master's degree program for maintaining one of the highest CGPA (3.54) at PAF-KIET.
- **Third Position Holder (2014)** – Awarded third position in the BS (CS) program with a CGPA of 3.7 at Jinnah University for Women.