

Farah Rahman

Freelance B2B SaaS Blog Writer & Copywriter

Location: Karachi, Pakistan (Remote Work Only)

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Career summary

I'm a highly motivated freelance content writer with 3+ years of experience crafting high-converting content for SaaS, tech startups, and SMBs. My unique blend of tech, business, and HR expertise allows me to break down complex topics into engaging content for a broad audience. I write for SaaS, AI, HR, MKT, and Productivity niches. Interested to know more? Head over to my [portfolio](#) and [LinkedIn](#) profile.

Writing Skills

- Technical Blog Writing
- Short Case Study Blog Writing
- Landing Page
- Content Refresh
- On-Page SEO
- Copy Editing to Humanize AI Content

Technical Skills & Tools

- WordPress Article Drafting & Publishing
- ChatGPT, Gemini, Perplexity, & Bing
- Surfer SEO & Rank Math Optimization
- Grammarly & Hemingway Editor
- SOP Development & Style Guide
- Click Up, Slack, & Trello

Work Experience

Lead Editor at Blogmarkt | Freelance

Jun 2022 – Present

- Manage a team of writers, ensuring consistent quality and meeting deadlines.
- Developed and implemented SOPs to streamline the content creation process.
- Crafted engaging and informative tech content for a SaaS audience.
- Focused on clear communication of complex technical concepts.

Senior Tech Writer & Editor at Elixir Ink | Freelance

Nov 2022 – Present

- Manage a team of writers and editors, providing guidance and feedback.
- Develop and implement SOPs to ensure content consistency and quality.
- Conduct market research to identify content opportunities and update content plans.
- Craft compelling and informative technical content for target audiences.
- Optimize website content for search engines (SEO) with Surfer SEO and Rank Math.
- Fact-check and copy edit content for accuracy, clarity, and style consistency.
- Refresh existing content to maintain its relevance and effectiveness.
- Source images to add more value and credibility to the blog post content.
- Draft and publish blog posts on WordPress.
- Assist with ghostwriting projects as needed.
- Support the recruitment process to attract top talent.

Content Writer & Editor | Freelance

Jul 2020 – Oct 2022

- Create clear and informative content for both technical and non-technical audiences.
- Write engaging and SEO optimized blog posts on a variety of technology topics.
- Crafted content for clients across tech, SaaS, HR, marketing, and productivity spaces.
- Utilize SEO best basic practices and real-time use cases to improve organic traffic to the client's blogs.

Other Experience

HR Operations Specialist at Aciano Technologies (Pakistan & US)

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 to inform strategic decision-making.
- Managed the recruitment process, including job postings, candidate sourcing, onboarding, and verification of references.

HR Assistant at Advans Pakistan Microfinance Bank (Pakistan & France)

Oct 2018 – Nov 2019

- Maintain an HRIS and HCM system.
- Develop and deliver HR presentations and reports.
- Assist in the creation and implementation of HR policies and procedures.
- Coordinate for onboarding and relevant activities.
- Provide first-line support for employee HR inquiries.

Awards & Honors

- **Project Evaluator Shield (2019)** – Honored by the institute's management for contributions to project evaluation events for MBA and BBA students at PAF-KIET.
- **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 – 2018)** – Awarded throughout the Master's degree program for maintaining one of the highest CGPA (3.54) at PAF-KIET.
- **Third Position Holder (2014)** – Awarded in BS (CS) program with a CGPA of 3.7 at Jinnah University for Women.

Education & Relevant

- **Specialization in Copywriting (2024)**
CaterpillHERs, Pakistan
- **Specialization in Content Writing and Editing (2021)**
University of Michigan, US (Remote)
- **Master's in Business Administration (2015 - 2018)**
PAF KIET, Pakistan
- **Bachelors in Computer Science (2011 - 2014)**
Jinnah University for Women, Pakistan