

MAHAM SHUBAIR

Copywriter | Editor | Proofreader

📞 (647) 898-9272 @ mahamshubair@gmail.com

🌐 <https://linkedin.com/in/maham-shubair> 📍 Scarborough

GET TO KNOW ME

I'm a copywriter and content coordinator with experience in SEO-focused publishing, editorial QA, and digital content production. I've worked across SaaS, agency, and media environments, writing and reviewing content, managing publishing workflows, and supporting advertising content tied to major revenue channels. I'm comfortable working with AI tools, adapting to different brand voices, and handling high volumes of content without losing attention to detail. I also enjoy improving processes, training team members, and creating content that's clear, useful, and easy to engage with.

WORK EXPERIENCE

Content Coordinator 02/2026 - Present
[Black & White Zebra](#) Toronto, Canada

As Content Coordinator at Black & White Zebra, I manage BWZ's "best of" and ranked list content across both editorial and sponsored campaigns. I review vendors using internal evaluation criteria to help keep recommendations accurate and useful for readers, while also handling advertising content tied to publication channels responsible for approximately 90% of company revenue. I work closely with editorial, sales, marketing, and partnerships teams to keep projects moving and deadlines on track. Alongside writing, editing, and reviewing SaaS and B2B content for SEO, clarity, and consistency, I also train team members on internal workflows and help identify ways to improve publishing processes as systems evolve.

Technology Copywriter 04/2025 - 02/2026
[Black & White Zebra](#) Toronto, Canada

Wrote advertising and sponsored content focused on SaaS and technology products across BWZ publications, including ranked lists, comparison guides, and long-form reviews. Researched vendors, evaluated software products, and translated technical information into clear, reader-friendly content designed to support buying decisions. Worked closely with editorial, marketing, and commercial teams to ensure content aligned with audience needs, publishing standards, and campaign goals while maintaining accuracy and consistency across platforms.

Content Writer 02/2023 - 04/2025
[Dieselmatic](#) Toronto, Canada

As a Content Writer at Dieselmatic, I wrote website, blog, and social media content focused on the heavy-duty trucking and diesel parts industry. I helped build website copy from the ground up, including core pages, brand messaging, and conversion-focused content, while also creating long-form blog content to support SEO and customer education. My work involved researching technical topics, vendor products, and customer pain points, then translating that information into clear, accessible content for both industry professionals and broader audiences. I also managed vendor social media content and helped maintain consistent messaging across platforms.

SOMETHING TO ADD

I like being the person who catches the small things before they become big problems. Most of my work lives somewhere between writing, operations, and organized chaos, and I genuinely enjoy making messy processes easier for people to work through.

WORK EXPERIENCE

Technical Writer & Field Director of Telecommunication, 08/2022 - 01/2023
Media & Technology Sector

[Brendan Wood International](#)

Toronto, Canada

Led research and reporting for the telecommunications, media, and technology sector, including interviews with industry professionals and market intelligence research on industry trends. I translated complex findings into clear, structured reports for clients and stakeholders, working closely with internal teams to maintain accuracy, clarity, and consistency across deliverables. The role strengthened my ability to combine technical writing, research, and analysis in fast-paced, detail-heavy environments.

Operations Manager 03/2022 - 08/2022

[Article-Writing.co](#)

Toronto, Canada

Promoted from Content Writer into an operations role focused on improving delivery timelines and team efficiency across client accounts. I managed workflows, production schedules, and resource planning to help keep projects organized and on track, while working closely with leadership on process improvements and operational support. I also explored early AI tools and helped introduce them into existing workflows to reduce bottlenecks and improve production efficiency.

Content Writer 09/2021 - 03/2022

[Article-Writing.co](#)

Toronto, Canada

Wrote long-form B2B content for SaaS and technology clients, including white papers, newsletters, website copy, and thought leadership articles. Managed content across multiple client accounts while balancing deadlines, SEO goals, and editorial standards. Over time, I became more involved in workflow coordination and operational support, helping improve delivery processes and team efficiency in a fast-paced agency environment.

Editorial Journalist 06/2021 - 09/2021

[Eventcombo](#)

United States

Created B2B and B2C newsletter and editorial content from planning through publication. Wrote and edited articles for different audiences while maintaining consistent tone, structure, and editorial quality. Worked with writers and cross-functional teams to keep projects organized, meet deadlines, and align content with audience and business goals in a fast-paced remote environment.

EDUCATION

Bachelor of Business Administration, Accounting and Finance 08/2012 - 06/2016

[Iqra University \(Official\)](#)