

# Caroline Kajuju

B2B SaaS Content Writer

[Portfolio](#)

[LinkedIn](#)

[Email](#)

## PROFESSIONAL SUMMARY

I'm a B2B SaaS content writer who specializes in full-funnel content. I focus on content that addresses your audience's specific needs, fosters meaningful connections, and drives real results. Every piece starts with SERP analysis and audience research to understand what's already ranking, what buyers are actually asking, and where the content gaps are. If you need a thought-leadership article that builds brand awareness, a comparison piece that helps buyers evaluate their options, or bottom-of-funnel content that closes the gap between interest and action, I write with your readers' journey in mind at every stage.

## CORE SKILLS

**Content Strategy and Funnel Writing**

Top of the Funnel (ToFu), Middle of the Funnel (MoFu), and Bottom of the Funnel (BoFu) content.

**SEO Content Writing**

Keyword research, on-page optimization, search intent mapping, and meta description writing

**B2B SaaS Writing**

Deep familiarity with SaaS products, pricing models, AI tooling, and technical audiences

**Research and Fact-Checking**

Verifying claims against primary sources, vendor documentation, and third-party research reports

**Answer Engine Optimization (AEO)**

Structuring content for AI-powered search results, featured snippets, and conversational queries

## TOOLS AND PLATFORMS

## SEO and Research

Semrush, Neurowriter / MarketMuse

## Writing and Editing

Google Docs, Grammarly

## PORTFOLIO - WRITING SAMPLES

### Intercom vs. Zendesk vs. Freshdesk: Which Is Best for Mid-Size SaaS Support Teams in 2026?

*BoFu comparison article - verified pricing, feature analysis, and scenario-based recommendations for SaaS buyers*

[Read it here](#)

### 9 Best Platforms to Sell Digital Products for African Creators (2026 Guide)

*ToFu listicle - platform comparison for digital product creators across African markets*

[Read it here](#)

### A Quick Guide to AEO: How to Become the Brand AI Recommends

*Thought leadership - explaining Answer Engine Optimization and AI visibility strategy for brands*

[Read it here](#)

### How to Build Authority with a Full-Funnel Marketing Approach

*ToFu - an educational piece covering all the funnel stages*

[Read it here](#)

## EXPERIENCE

### Freelance B2B SaaS Content Writer

2024 to Present

Independent / Various Clients | Nairobi, Kenya (Remote)

- Ghostwrite long-form blog posts, comparison articles, and thought leadership pieces for B2B SaaS clients
- Research and verify technical claims against primary sources, including vendor documentation and third-party reports
- Build full-funnel content strategies covering ToFu, MoFu, and BoFu content types for each stage of the buyer journey
- Optimize content for SEO using Semrush and MarketMuse, covering keyword mapping, search intent, and on-page structure
- Apply AEO principles to help clients become visible in AI-powered and conversational search results

## Portfolio Content Creator

2025 to Present

TechWriteable and LinkedIn

- Published four independently researched articles across ToFu, MoFu, and BoFu stages to demonstrate full-funnel writing capability
- Published two articles on TechWriteable ([techwriteable.me/carolinekajuju](https://techwriteable.me/carolinekajuju)) and two on LinkedIn Pulse
- Fact-checked all articles against live vendor pricing pages, official documentation, and verified third-party research
- Applied SEO best practices, including meta descriptions, keyword targeting, and content structure optimized for featured snippets
- Developed a content cluster strategy linking related articles to build topical authority in the SaaS customer support space

## EDUCATION AND CERTIFICATIONS

### Bachelor of Commerce (B.Com)

Kenya

Completed

### The Strategy of Content Marketing

University of California, Davis via Coursera

2026

### Content Creation with Generative AI

Coursera

2026

### SEO Essentials

Semrush Academy

2025

### AI Search Optimization Masterclass

Positively Surfer

2025