

Caroline Kajuju

B2B SaaS Content Writer

[Portfolio](#)

[LinkedIn](#)

[Email](#)

About me

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 SERPs analysis and audience research to understand what's already ranking, what buyers are 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.

Content Optimization & Refreshing

Auditing and refreshing blog posts to improve search rankings, readability, and conversion rates. Identifying outdated information, correcting poor formatting, and restructuring content to improve the user experience.

Content Structure

Executive summaries, key takeaways, logical heading hierarchies, and formatting choices that keep readers on the page and signal quality to search engines.

Audience Research, Proofreading & Attention to Detail

Understanding who you're writing for. What they care about, how they talk, and what they want to read. Also, catching what slips through. Every comma and every inconsistency.

SEO & Answer Engine Optimization (AEO)

Keyword research, on-page SEO, search intent mapping, semantic search and structuring content for both traditional search and AI-powered discovery.

TOOLS AND PLATFORMS

SEO and Research

Semrush, Neurowriter / MarketMuse, Ahrefs, SurferSEO

Writing and Editing

Google Docs, Grammarly

PORTFOLIO - WRITING SAMPLES

How to Build Authority with a Full-Funnel Marketing Approach

ToFu - an educational piece covering all the funnel stages

[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](#)

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](#)

EXPERIENCE

Freelance B2B SaaS Content Writer

2024 to Present

Independent / Various Clients | Nairobi, Kenya (Remote)

- Ghostwrite long-form blog posts, website copy, comparison articles, and thought leadership pieces.
- 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. Building a brand voice and turning complex SaaS solutions into helpful conversations through storytelling.
- Optimize content for Search Engine Optimization, covering keyword mapping, search intent, and on-page structure.
- Apply Answer Engine Optimization principles to help clients become visible in AI-powered and conversational search results.

Portfolio Content Creator

2025 to Present

TechWriteable and LinkedIn

- Published well-researched articles across ToFu, MoFu, and BoFu stages to demonstrate full-funnel writing capability.
- 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)

Completed

Kenya

The Strategy of Content Marketing

2026

University of California, Davis via Coursera

Content Creation with Generative AI

2026

Coursera

SEO Essentials

2025

Semrush Academy

AI Search Optimization Masterclass

2025

Positively Surfer