

MAHAM SHUBAIR

Senior Copywriter | Content Strategist | B2B SaaS and Product Messaging

Toronto, Ontario | 647-898-9272 | mahamshubair@gmail.com

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PROFESSIONAL SUMMARY

Senior copywriter and content strategist with 9+ years of experience creating, editing, and leading content across B2B SaaS, technology, and B2C brands. Specializes in translating complex product capabilities, integrations, pricing, and customer use cases into clear website, SEO, email, newsletter, sponsored, technical, and customer education content. Experienced in product messaging, positioning, brand voice, editorial quality assurance, writer coaching, cross-functional collaboration, and scalable AI-assisted content workflows.

CORE SKILLS

Content Strategy and Copywriting: B2B SaaS Copywriting; Product Messaging; Messaging Frameworks; Positioning and Value Propositions; Website Copy; Conversion Copywriting; Search Engine Optimization (SEO); Email and Newsletter Content; Customer Education; Thought Leadership; Brand Voice and Tone

Editorial Leadership and Operations: Copyediting; Editorial Quality Assurance; Writing Standards; Content Templates; Writer Coaching; Content Operations; Workflow Design; Stakeholder Management; Project Coordination

Product and Research: SaaS Product Research; Competitive Analysis; Feature and Integration Research; Customer Use Cases; Technical Writing; AI-Assisted Content Workflows; Process Automation; Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Black & White Zebra | Toronto, Ontario | Remote

Content Coordinator, Organic Growth and SEO | Feb 2026 - Present

- Lead editorial workflows for sponsored B2B SaaS content across multiple digital publications, aligning audience needs, partner requirements, editorial standards, and delivery timelines.
- Research, write, edit, and optimize software content covering product capabilities, integrations, pricing, competitive differentiators, buyer considerations, and customer use cases.
- Own editorial quality assurance for clarity, factual accuracy, brand voice, positioning, consistency, and reader usefulness; provide actionable feedback to contributors.
- Train team members on copywriting, editing, quality standards, vendor evaluation, and scalable content-production workflows.
- Partner with Content, Sales, Account Management, Product, and Engineering to improve customer-facing systems and translate editorial requirements into actionable product recommendations.
- Develop workflow automations and test AI-assisted content systems to reduce manual effort, improve visibility, and strengthen delivery consistency.
- Helped process 229 vendor applications in one week, clearing the existing backlog.

Ad Operations Manager / Technology Copywriter | Apr 2025 - Feb 2026

- Managed end-to-end production and delivery of sponsored SaaS content across multiple digital publications, coordinating stakeholders from vendor onboarding through publication.
- Researched, wrote, and edited software content covering product capabilities, value propositions, integrations, pricing, target markets, competitive positioning, and customer use cases.
- Partnered with Sales and Account Management to translate commercial requirements into audience-relevant messaging while maintaining editorial standards.
- Documented best practices for vendor-content workflows and advised stakeholders on complex product-positioning decisions, leading to a transition into the Content team.

Sunrise Media Canada | Remote

Senior Editor and Copywriter | Self-Employed | Aug 2017 - Present

- Lead copywriting, editing, and content production for agency clients across websites, SEO programs, blogs, social media, and digital campaigns.
- Translate client objectives, audience insights, and brand guidelines into channel-specific messaging for B2B and B2C audiences.
- Write and edit website copy, marketing content, long-form articles, and social content from brief through publication.
- Maintain consistent brand voice, terminology, and quality standards while editing for positioning, structure, tone, clarity, and audience relevance.
- Oversee freelance writers, provide actionable feedback, and manage concurrent priorities, revisions, deadlines, and stakeholder input.

Dieselmatic Digital Inc. | Toronto, Ontario | Remote

Content Writer and Copywriter | Feb 2023 - Feb 2025

- Built website copy and brand messaging from the ground up for the heavy-duty trucking and diesel parts industry, including core pages designed to educate customers and support conversions.
- Researched technical products, customer pain points, and vendor information, translating complex details for technical and non-technical audiences.
- Developed SEO and conversion-focused content that balanced search visibility, customer understanding, consistent messaging, and business goals.

Brendan Wood International | Toronto, Ontario

Field Director, TMT Sector / Technical Writer | Aug 2022 - Jan 2023

- Led research and reporting for the technology, media, and telecommunications sector.
- Conducted interviews and analyzed market intelligence to understand industry developments and stakeholder perspectives.
- Translated detailed research and technical information into clear client reports while maintaining accuracy, consistency, and terminology standards.

Article-Writing.co | Toronto, Ontario

Operations Manager | Mar 2022 - Aug 2022

- Promoted from Content Writer into an operations role supporting content workflows, production timelines, team coordination, and client delivery.
- Improved processes and evaluated emerging tools to reduce bottlenecks, eliminate repetitive work, and support more scalable content production.

Content Writer | Sep 2021 - Mar 2022

- Wrote long-form B2B content for SaaS and technology clients, including website copy, newsletters, white papers, and thought leadership.
- Adapted messaging and brand voice across multiple client accounts while balancing audience needs, business objectives, SEO requirements, and deadlines.

Eventcombo | Remote

Editorial Journalist | Jun 2021 - Sep 2021

- Planned, wrote, edited, and managed newsletter and editorial content through publication, collaborating with writers and stakeholders to maintain clear messaging, consistent voice, and editorial quality.

TOOLS AND PLATFORMS

Notion; Airtable; Monday.com; Slite; WordPress; Mailchimp; Google Search Console; Google Sheets; n8n; content management systems; AI-assisted content tools; Canva

CERTIFICATIONS

- Digital Advertising Certification, HubSpot Academy | 2026
- Digital Project Management Essentials, The Digital Project Manager | 2026

EDUCATION

Bachelor of Business Administration in Accounting and Finance

Iqra University