

Naomi Cartwright

Content Writer

19 George Street, Edinburgh EH2 2PB
naomi.cartwright@gmail.com
+44 7891 402 356

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Tom Barclay

Sage

Dear Tom,

I am writing to apply for the Content Writer position at Sage. I have four years of experience writing long-form articles, landing pages, and email sequences for B2B SaaS and fintech companies, and I have a strong understanding of the accounting software space from both my current role at FreeAgent and previous agency work writing for Xero and Sage itself.

At FreeAgent, I write six to eight blog posts per month on tax, invoicing, and business finance, and organic blog traffic has grown 34% year-on-year under my editorial direction. From 185,000 to 248,000 monthly sessions. I wrote the landing page copy for the 2024 Self Assessment campaign, which contributed to 12,400 free trial sign-ups in January alone. Before FreeAgent, I worked at Builtvisible where I wrote over 200 articles across eight client accounts. One project I led for Xero involved auditing and rewriting 45 underperforming blog posts, improving average ranking position from 18 to 6 within four months.

Sage's position as the market leader in UK accounting software means the content stakes are high. The audience is knowledgeable and has plenty of alternatives to read. That is the kind of writing challenge I find most interesting. Everything I write starts with keyword research and I measure the result, not just the output.

Sincerely,

Naomi Cartwright