

Naomi Cartwright

Content Writer

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Content writer with four years of experience producing long-form articles, landing pages, and email sequences for B2B SaaS and fintech companies. Currently writing for FreeAgent, where organic blog traffic has grown 34% year-on-year. Previously wrote for a content agency with clients including Xero, Starling Bank, and Sage. Everything I write starts with keyword research and ends with a measurable result.

Experience

Content Writer, FreeAgent, Edinburgh

Feb 2023 – Present

In-house content writer for an accounting software company owned by NatWest, targeting freelancers and small businesses.

- Write **6–8 blog posts per month** covering tax, invoicing, and business finance — average word count 1,800
- Grew organic blog traffic from **185,000 to 248,000 monthly sessions** (34% increase) over 12 months
- Wrote the landing page copy for the 2024 Self Assessment campaign — contributed to **12,400 free trial sign-ups** in January alone
- Manage the editorial calendar and brief freelance writers for **3–4 guest articles per month**

Junior Content Writer, Builtvisible, London

Jun 2021 – Jan 2023

Content writer at an SEO and content marketing agency, producing articles and guides for B2B clients.

- Wrote over **200 articles** across 8 client accounts including Xero, Starling Bank, and Sage
- Produced a **12-part email nurture sequence** for Xero that achieved a 28% open rate and 4.1% click-through rate
- Conducted keyword research using Ahrefs and Semrush to build **content briefs** for each piece — targeted keywords with combined monthly search volume of 340,000+

Editorial Intern, The Scotsman, Edinburgh

Jan 2021 – May 2021

Five-month internship in the features and lifestyle section.

- Published **18 bylined articles** covering food, culture, and small business profiles
- Sub-edited and fact-checked an average of **6 articles per day** for the online edition

Education

MA (Hons) in English Literature, University of Edinburgh, Edinburgh

Sep 2017 – Jun 2021

First Class Honours. Dissertation on narrative voice in contemporary Scottish fiction. Editor of the student literary magazine in final year.

Skills

Long-form article writing • SEO content strategy • Ahrefs & Semrush • Email copywriting • Landing page copy • WordPress & HubSpot CMS • Google Analytics 4 • Content briefing & editorial planning • Interviewing subject matter experts • Tone of voice development

Certifications

HubSpot Content Marketing Certification, HubSpot Academy

Mar 2022 – Mar 2025

Google Analytics Individual Qualification, Google

Jun 2023 – Jun 2025

Languages

English (native) • Spanish (intermediate)

Projects

FreeAgent Self Assessment Content Campaign

Oct 2023 – Feb 2024

Planned and wrote the entire content campaign around the UK Self Assessment tax deadline.

- Produced **14 blog posts, 3 landing pages, and a 6-email sequence** targeting freelancers filing for the first time
- Campaign drove **12,400 free trial sign-ups** in January 2024 — a 22% increase on the prior year

Xero UK Blog Overhaul – Builtvisible

Mar 2022 – Sep 2022

Audited and rewrote 45 underperforming blog posts for Xero's UK blog.

- Refreshed content with updated statistics, internal links, and improved keyword targeting
- Average ranking position for refreshed posts improved from **position 18 to position 6** within 4 months

References

David Muir, Head of Content, FreeAgent, d.muir@freeagent.com, +44 7700 900 491

Rachel Edmonds, Account Director, Builtvisible, rachel@builtvisible.com, +44 7700 900 602

Extra Curricular Activity

Newsletter Author – The Content Brief

Sep 2023

Write a fortnightly Substack newsletter on content writing craft and SEO strategy. Currently at 1,200 subscribers with a 42% average open rate.

Volunteer Editor – Edinburgh University Press Student Journal

Jun 2022 – Jun 2024

Proofread and edited submissions for the annual student research journal. Reviewed 20+ papers per edition.