

AVAILABLE FOR Project work

Long-term retainers
Remote

STRONGEST IN B2B SaaS

High-ticket coaches
Service brands

WHAT I WRITE

Email sequences
Sales pages
Landing pages
Website copy
Cold outreach
VSL & ad scripts
B2B prospecting
Full-funnel work

CONTENT WRITING

SEO content
Blog & article writing
Product descriptions
Technical explainers
Web copy
Research & adaptation

WHO I'VE LEARNED FROM Gary Halbert

*Offers, pattern interrupts,
why people actually respond*

David Ogilvy

*Headlines, research discipline,
writing that earns attention*

Eugene Schwartz

*Awareness levels the most
useful framework I know*

WORTH KNOWING

Not a generalist focused on conversion copy for B2B and high-ticket, where the real pattern recognition lives.

Not the fastest writer. The research phase takes real time. Clients who want copy in 48 hours end up with copy that reads like it.

Freelance since day one every piece either brought in business or it didn't.

ABOUT

I got into copywriting the same way most people do I read a Gary Halbert letter and thought, *wait, words did that?* Two years later I still get that feeling when a subject line I wrote gets a reply at 11pm, or a client forwards a sales page and says their list actually read the whole thing.

My background isn't agency. I've been freelance since day one which means every piece I wrote either brought in business or it didn't. That tends to clarify your thinking fast. Research comes first, always. Clever copy built on shaky assumptions is just expensive noise.

EXPERIENCE

Freelance Direct Response Copywriter

Mar 2024 – Present

Independent · Remote · B2B SaaS founders, coaches, and service businesses

Every project starts with a buyer research phase mapping fears, failed alternatives, and the exact belief that needs to shift before they say yes. The copy follows from that. It doesn't precede it.

Selected results

→Email sequence (eCommerce)	42% open rate · 8.7% CTR
→Landing page rewrite (coaching)	CVR: 2.1% → 4.8%
→Sales page (digital course)	\$18,500 in first 30 days
→Cold outreach (B2B agency)	11% reply rate / 600+ prospects
→Facebook ad series	CTR x3.1 · CPA \$18 → \$6.40 · ROAS 3.8x
→VSL script (online coaching)	+34% webinar registrations
→Lead magnet funnel rewrite	Opt-in: 22% → 38%
→SaaS website copy overhaul	+24% demo bookings
→Homepage rewrite (consulting)	+28% demo requests in 6 weeks
→Product launch email	\$9,200 from 3,500-subscriber list
→Nurture sequence	+31% customer engagement

"We'd hired two writers before. Both delivered copy that was technically fine and completely useless. Mubeen was the first person who actually understood our customer before writing a single word. The new homepage converted 28% better in the first month."

Sophia Okafor, CMO · Nexus Software

Content Writer

Feb 2022 – Jul 2024

Digital Writing & Tutoring Platform · Pakistan · Remote

Wrote across a wide range of formats and industries articles, blog posts, SEO-optimised content, product descriptions, web copy, and technical explainers for clients across the US, UK, UAE, and other markets. Came out of this a faster researcher, a sharper editor, and a writer comfortable with both depth and range.

HOW I WORK

Research comes first, always. I start with the buyer what they've already tried, why it didn't work, and what they need to believe before they'll trust something new. I use Halbert, Ogilvy, and Schwartz the way a carpenter uses measurements not to sound credentialed, but because they're genuinely useful. Every piece needs one job. Not two.