



RUTH M. TRUCKS

CONTENT MARKETER & COPYWRITER • HAR ADAR, ISRAEL ☎ 0507569738

◦ DETAILS ◦

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Israel
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◦ LINKS ◦

[LinkedIn](#)
[Portfolio](#)
[Website & Blog](#)

◦ SKILLS ◦

Content Strategy
Content Marketing
Copywriting
Blog Writing and Management
SEO
Email Marketing
Editing

◦ LANGUAGES ◦

English

German

Hebrew



NUMBERS TELL STORIES

>> 20K monthly visits to the Onchain Magazine in 1st year >> 25-30% consistent open rate to email newsletter >> Similarweb: a 430% YoY increase in blog clicks >> 5 of top 10 articles written by me, av. conversion rates 2.5%-4.5% (highest: 14%) >> 70% of Fiverr FAQ pages rank 1st (also in SERP features) >> Panaya: all-time-high webinar participation >> DP Group: 100% optimized pages on 1st page >> I'm a single mom who made a career change at 40 >> My lucky number is 3 ;)



EMPLOYMENT HISTORY

Head of Content at Onchain Foundation

Jan 2023 — Present

I developed, executed and managed the content strategy for Onchain's Research Services from scratch and set up the content system, including:

- > content production cycle for the Onchain Magazine from ideation to publishing
- > content adaptation to, and distribution on social media
- > ad strategy with lead magnet and email nurturing series
- > brand voice definition and content style guide creation
- > website copy & email newsletter & team building

Senior Marketing Content Manager at Similarweb, Tel Aviv, Israel

Mar 2022 — Dec 2022

Plan and lead the content creation process for the company's marketing intelligence blog in close cooperation with product marketing, design, and SEO teams.

Marketing Content Writer at Freelance

Mar 2020 — Mar 2022

> Similarweb: Top contributor to the research and marketing intelligence blogs, including related content assets: landing pages, emails, reports, video scripts, etc.

> monday.com & Fiverr: SEO optimization > Hour One: Copy & web content > Anodot: Video scripts, newsletters, SEO

Content Manager at D.P Online Group, Israel


Jan 2018 — Jan 2020

I helped build a long-term content plan for the online pharmacy and managed external writers and translators to establish a blog and medical knowledge base. I also created paid advertising campaigns to boost sales in the top categories, set up email nurturing flows, and optimized the funnel.

Content Writer and Coordinator at Entain, Tel Aviv, Israel

Oct 2014 — Dec 2017

I managed the website content creation process and email marketing for German, English, and French-speaking audiences for one of the company's platforms. My blog generated an increase in traffic and turned into a top marketing channel.



Marketing Content Writer at Panaya, Raanana, Israel

Jan 2014 — Sept 2014

Marketing campaigns, email marketing, landing pages, blogs, and other promotional content.



Marketing Communications EMEA at Image Navigation Inc, Israel

Jan 2011 — Dec 2013

Augmented Reality for Dental Medical Education - significantly increased the number of SQLs with an email strategy for a highly specific target audience.



COURSES



Direct-Response Copywriting, AWAI

Feb 2016 — Jul 2016



B2B content writing / Case Studies / White Papers, AWAI

Jul 2016 — Dec 2017



Writing & Content Management Courses

Jan 2016 — Present




Freelance Writing Business Launcher, Smarter Freelancing Academy

Jan 2020 — Mar 2020



EARLY CAREER




Purchasing and Logistics

Before I discovered my passion for writing marketing content, I worked in Purchasing and Import at large manufacturing companies, such as Oridion (now Medtronic), and Gamatronic.




EDUCATION



Supply Chain Management, IMC - The Israel Management Center

Sept 2003 — Jun 2004



International Trade and Logistics, Ministry of Industry & Trade

Dec 1999 — Jun 2000



Abitur in German and English language and literature, Beethoven-Oberschule, Berlin, Germany