



RUTH M. TRUCKS

HEAD OF CONTENT • HAR ADAR, ISRAEL • 0507569738

• DETAILS •

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Har Adar

Israel

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• LINKS •

[LinkedIn](#)

[Writing Portfolio](#)

[My Blog / Freelancer Website](#)

• SKILLS •

Content Strategy

Content Marketing

Copywriting

Blog Writing and Management

SEO

Email Marketing

Editing

• LANGUAGES •

English

German

Hebrew

• NUMBERS TELL STORIES

- >> Similarweb: a 430% increase in clicks YoY in Oct '22 on my blog >> Five of Similarweb's top ten articles in 2020 were written by me, av. conversion rates 2.5%-4.5% (highest: 14%)
>> 70% of my FAQ pages for Fiverr rank 1st (some featured in question boxes) >> Panaya: email campaigns brought all-time-high webinar participation >> DP Group: all optimized pages jumped to the 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 built the content strategy for the [Web3 research monetization platform](#) from scratch and set up the content system, including:

- > full content production cycle for the [Onchain Magazine](#) from ideation to publishing,
- > email marketing strategy and execution processes,
- > brand voice definition and content style guide creation,
- > web-page copy and content writing,
- > content team building.

Today, I manage a team of writers, track content performance, and optimize strategies and processes. I also write promotional copy.

• 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, AWAI**
Jul 2016 — Dec 2017
- **Content Marketing, Hubspot Academy**
Jan 2018 — Mar 2018
- **Writing Courses, Udemy & LinkedIn & other**
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**