



RUTH M. TRUCKS

HEAD OF CONTENT HAR ADAR, ISRAEL 0507569738

◦ DETAILS ◦

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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