



Content Marketing Writer

with experience researching, writing, editing, and strategizing content for websites, blogs, content marketing, social and email campaigns.
I'm also a certified direct-response copywriter.

[SEE MY PORTFOLIO](#)

WORK EXPERIENCE:

Current: **Content Marketing Writer - Freelance**

- ♦ Similarweb (2020-2022) – main contributor to [Digital Research Intl.](#) and [Digital Marketing Intl.](#) blogs. I created five of the ten top traffic-driving posts in 2020 and 30% of all posts. Under my management, the DMI blog saw a 430% YoY increase in clicks in Oct '22, and was the only blog generating a steady increase in leads over the year.
- ♦ [Webz.io](#) & [Anodot](#) & more - writing data analytics blogs, case studies, and video scripts
- ♦ [Daze](#), B2B Digital Marketing (2020-2021) - social media and emails for cybersecurity & AI.
- ♦ [Lisk](#) (2023) - blogs and articles about non-crypto blockchain use cases.

2018 - 2020: **Head of Content at DoktorABC.com**

- ♦ SEO content & marketing copy for an online pharmacy service start-up
- ♦ Product descriptions, landing pages, banners, native ad articles, PPC ads, email marketing

2014 - 2017: **Content Writer and Coordinator at GVC Holdings PLC**

- ♦ Blog building, web content, email campaigns, in-product messaging, SMS, etc.

2009 - 2013: **Content Writer and Marketer - Freelance**

- ♦ Panaya Ltd (SaaS, B2B), Image Navigation Ltd. (Augmented Reality, Healthcare), Citrin-Tech (Digital Marketing), PSG Media (Online Marketing, Website building)

LANGUAGES: German: Mother tongue; English: Mother tongue level, Hebrew: Very good

PUBLICATIONS: ♦ 'Pogrom Night - A Memorial to the Destroyed Synagogues of Germany' – 2013
♦ [ZARUM](#): The Art, The Artist, and the 'Faces' Series' – 2010 ♦ [My Blog](#)

EDUCATION:

- ♦ Certified Direct-Response Copywriter – 2016
- ♦ Certified Content Marketing Manager – 2018
- ♦ Essentials of B2B Content Writing ♦ Editing Mastery ♦ Advanced English Grammar
- ♦ SEO Fundamentals ♦ Google Analytics
- ♦ In Berlin, Germany: English & German language & literature master courses at Beethoven-OS