

# Guy Ovadia



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**BIO:** I'm a professional blogger originally from the U.S. I've written and edited product reviews, top 10 lists, and guides covering niches like investing, AI, travel, and entertainment. I train teams to utilize LLMs, SEO, and SEM to create written content that brings tangible results to B2B/B2C companies.

## EXPERIENCE

### **International Freelancer** – *Self-Employed*

**Dec. 2022 – Present**

- Provided copywriting, editing, and SEO consulting services to B2B and B2C clients.
- Increase organic traffic using web page audits, on-page SEO, and SEO blog writing.
- Improving clients' online visibility and professional branding on Linked In and Google Business.

### **Content Writer/Editor, Tel Aviv** – *Shinez*

**March 2024 – Aug. 2024**

- Wrote and edited PPC content for 40+ in-house blogs covering a variety of consumer-oriented topics.
- Created ad copy for media buying campaigns, improving click-through rates and audience engagement.
- Collaborated with cross-functional teams to ensure consistent brand voice and style across all content.

### **MoneyMade.io, remote** – *Content Lead*

**Jan. 2022 – Aug. 2023**

- Increased organic user traffic by 30% month-by-month, 1,000% in 18 months, through SEO-driven blog content.
- Managed 5+ freelance writers, providing strategic guidance and editing audience-focused content.
- Increasing content output by 300% and reducing turnaround time by 40% by integrating AI tools.
- Increased visibility and engagement organically using SEO practices.

### **Northeastern Athletics, Boston, MA** – *Production Assistant*

**Sept. 2018 – Dec. 2021**

- Operated cameras for Northeastern University's varsity sports matches broadcast live on NESN.
- Production crew member, recorded and produced sports content.
- Produced highlight reels for broadcast on cable and online streaming platforms.

### **LiveU, Hackensack, NJ** – *Sales Intern*

**Jan. – June 2020**

- Conducted market research on varsity sports programs.
- Identified university athletic departments in need of live broadcasting equipment.
- Analyzed the education market for remote broadcasting products.

### **Boston City TV, Boston, MA** – *Production Assistant Intern*

**Jan. – June 2019**

- Produced, filmed, and edited segments for broadcast on the channel and posting on social media.
- Producer and camera operator official City of Boston meetings, events, and press conferences.

### **Geek Time, Tel Aviv** – *Research Intern (Onwards Israel)*

**Summer 2018**

- Research assistant for a digital high-tech publication covering defense, consumer tech, economics, etc.
- Contributed to various industry landscape reports by researching mergers, acquisitions, and trends.

## EDUCATION

### **Northeastern University, Boston, MA** – *Bachelor in Journalism*

## SKILLS

- English & Hebrew fluency
- Team management, planning, & content training
- SEO practices & AI writing/research
- Content Management (Strapi, WordPress, etc.)
- Strategic marketing and blog publishing
- AI-enhanced content creation
- Strong creative & analytical judgment
- Strong attention to detail
- Performance/Results oriented
- Excellent communicator and collaborator