



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 & video content that brings tangible results to B2B/B2C companies.

EXPERIENCE

International Freelancer – *Self-Employed*

Dec. 2022 – Present

- Provide copywriting, editing, marketing, and SEO services to B2B and B2C clients.
- Boost organic web traffic by optimizing webpages, posting on social media, and creating content.
- Marketing services that prove clients' online visibility and professional branding.

Content Writer/Editor, Tel Aviv – *Shinez*

March 2024 – Aug. 2024

- Wrote and edited PPC content for 40+ in-house B2C blogs covering health, travel, and lifestyle 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, by publishing blog content.
- Managed 5+ freelance writers, providing strategic guidance and editing of B2C content.
- Increased content output by 300% and reduced turnaround time by 40% by integrating AI tools.
- Published 15+ monthly articles about crypto, real estate, collectibles, and alternative investment assets.

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 for 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.

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

EDUCATION

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