

Guy Ovadia

AI WORKFLOWS & KNOWLEDGE OPERATIONS · CONTENT & SEO · CUSTOMER SUPPORT & ENABLEMENT

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Writer, content strategist, and hands-on AI workflow builder with experience across finance, crypto, SEO, publishing, customer support, and video. At MoneyMade.io, grew organic traffic **1,000% in 18 months**, managed 5+ writers, and integrated AI tooling that raised output **300%** while cutting turnaround **40%**. Combines clear communication, operational discipline, and practical automation to improve how teams work.

EXPERIENCE

- Bitcoin CHANGE, Tel Aviv** Nov 2025 – Present
Customer Service Representative · Part-time
Front-line customer support, KYC/client verification, client relations, and compliance at a cryptocurrency exchange; accurate communication and disciplined procedures across every handoff.
- International Freelancer · Self-employed** Dec 2022 – Jan 2026
Copywriting, editing, marketing, SEO, and content systems for B2B/B2C clients across Israel, the U.S., and the U.K.; built AI-assisted workflows and improved web visibility, publishing, and reporting.
- Shinez, Tel Aviv** Mar 2024 – Aug 2024
Content Writer / Editor
Wrote and edited PPC content for 40+ in-house B2C blogs across health, travel, and lifestyle; created ad copy for media-buying campaigns and maintained consistent brand voice.
- MoneyMade.io · Remote** Jan 2022 – Aug 2023
Content Lead
 - Grew organic traffic 30% month-over-month and 1,000% in 18 months through finance and investment content, with zero ad spend.
 - Managed 5+ freelance writers; owned briefs, editorial standards, editing, QA, and publishing cadence.
 - Integrated AI tools that increased output 300% and reduced turnaround 40%; published 15+ articles monthly across crypto, real estate, collectibles, and alternative investments.
- Northeastern Athletics, Boston** Sep 2018 – Dec 2021
Production Assistant · NESN live broadcasts
Camera operator and production-crew member for varsity sports broadcasts; produced highlight reels for cable and streaming platforms.
- LiveU · Boston City TV · Geek Time** 2018 – 2020
Sales Intern · Production Assistant Intern · Research Intern
Higher-education market research, broadcast/social production, and reporting on technology, defense, economics, and industry trends.

CAPABILITIES

- AI & workflows:** prompt engineering, agentic workflows, LLM-assisted production, practical process improvement, measured adoption
- Knowledge operations:** documentation, information architecture, QA standards, training, content systems, Strapi, WordPress
- Support & enablement:** customer communication, KYC/compliance procedures, onboarding, cross-functional collaboration
- Content & SEO:** strategy, editing, SEO/GEO, research, briefs, publishing, brand voice, performance content
- Automation & data:** Python, SQL, REST/HTTP concepts, workflow integrations, data-aware troubleshooting
- Media & communication:** video production, broadcast, clear technical writing, English (native-level), Hebrew (fluent)

EDUCATION

Northeastern University, Boston — B.A., Journalism, 2021 · Tel Aviv University — M.F.A., Film & Television, expected 2027