



Yonatan Hart

Copywriter | Content Writer

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A London native, Yonatan has more than 10 years of content marketing experience in the e-commerce and software spaces. He is adept at creating and managing content that drives customer engagement. His articles have been published by [Entrepreneur](#) and [Retail Dive](#), among other media outlets. Yonatan holds a BA in Creative Writing from Middlesex University.

WORK HISTORY

AUG 2020 - MAR 2021

Content Specialist

[Waze](#) (provided by [Nisha Pro](#))

- Wrote user-facing knowledge base content (how-to guides, troubleshooters, emails)
- Produced workflows for training customer support agents on internal processes
- Lead a couple of projects, one of which was to build an icon library in the CMS
- Created a style guide based on industry best practices and Google policy
- Edited various help center documentation, white papers, and vendor surveys

JUL 2019 - APR 2020

Content Writer

Upright Technologies

- Wrote and edited [blog posts](#) on posture, wellness, and health tech
- Produced content across different social media channels
- Created copy for email engagement and sales sequences
- Crafted copy/microcopy for the website and mobile app
- Maintained content quality standards and helped develop the brand voice

JAN 2017 - JUN 2019

Content Writer

[JamesAllen.com](#) (R2Net)

- Wrote copy for email engagement and sales sequences
- [Blogged](#) on a variety of products, site features, and educational topics
- Crafted copy/microcopy for desktop and mobile site
- Created ad copy (display and native) and social content
- Authored bylined articles on a range of industry-related topics

DEC 2014 - DEC 2016

Product Marketing Specialist

[Gemalto](#) (formerly [SafeNet](#))

- Authored [blog posts](#) and thought-leadership articles
- Wrote social posts and managed social channels
- Produced and managed content for the [quarterly newsletter](#)
- Created content for the website and landing pages
- Wrote and published a [Wikipedia article](#) on software monetization

AUG 2013 - SEP 2014

Marketing and Product Writer

[Perion Network](#) (formerly [Conduit](#))

- Produced content for web pages, banners, emails, blog posts, etc.
- Wrote and edited microcopy, product manuals, and tech support pages
- Improved the readability of EULAs, privacy policies, and other legal texts
- Revised sales materials such as presentations, brochures, and eBooks
- Contributed to the branding and launch of [CodeFuel.com](#)

JUN 2006 - MAR 2010

Content Editor

Rovi Corporation (now TiVo)

- Wrote and edited promo copy for a wide range of DVDs and Blu-rays
- Sourced review excerpts from notable media outlets
- Compiled, verified, and maintained product metadata
- Ensured that all copy adhered to internal editorial policy and SLAs
- Designed cover art mock-ups in Photoshop

CERTIFICATIONS

2003

Certificate in Editorial

London School of Publishing

EDUCATION

1998 - 2001

BA (Hons) Creative Writing

Middlesex University

SKILLS

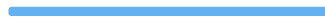
CONTENT WRITING



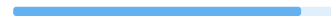
COPYWRITING



BLOGGING



WORDPRESS



SOCIAL MEDIA



EDITING

