



# Yonatan Hart

Content Writer | Copywriter | Storyteller

Tel Aviv, Israel

052-8367133

[yonatanhart@gmail.com](mailto:yonatanhart@gmail.com)

[linkedin.com/in/yonatanhart](https://www.linkedin.com/in/yonatanhart)

I'm a native English-speaking content writer with 10+ years of [proven experience](#) in B2B and B2C marketing, both in Israel and the UK. I have a particular affinity for and am looking to further my career in the B2C e-commerce space, though I'm open to other possibilities.

## EXPERIENCE

### Waze (contracted by Nisha Pro), Tel Aviv — *Content Specialist*

AUG 2020 - MAR 2021

- Created [help center](#) content (in-app and web) for new feature releases/updates and optimized existing content; composed user-facing canned response emails
- Led projects to build an icon library in the CMS and to migrate external content into the CMS, both of which required a cross-functional approach
- Produced workflow articles that were used to train customer support agents on internal processes
- Edited various help center documentation, white papers, and vendor surveys

#### ACHIEVEMENTS

- Significantly reduced the number of incoming user cases by creating effective “self service” support articles
- Laid the groundwork for an icon library to be built in the CMS, which involved extensive research and planning

### Upright Technologies, Tel Aviv — *Content Writer*

JUL 2019 - APR 2020

- Authored, uploaded, and published SEO-optimized [blog posts](#) in Wordpress
- Created copy for engagement series and sales sequence emails and uploaded them to Klaviyo
- Wrote social posts (Instagram, Twitter, Facebook), Google Search ads, landing pages, web/mobile copy, and product copy (packaging, brochures, and other promotional items)

#### ACHIEVEMENTS

- Proposed and executed a [Halloween email campaign](#) that generated over \$5,500 in revenue
- Wrote product copy for the Grammys 2020 Gift Bag and a blurb that appeared on E! Online

### JamesAllen.com (R2Net), Herzliya — *Content Writer*

JAN 2017 - JUN 2019

- Authored, uploaded, and published SEO-optimized [blog posts](#) in Wordpress; wrote bylined articles on a range of industry-related topics
- Produced copy for engagement series and sales sequence emails, native ads (Taboola), display/banner ads, and social posts
- Wrote and edited website copy, created landing pages, and crafted microcopy for the mobile site, including tooltips and descriptions

#### ACHIEVEMENTS

- Wrote the top 3 blog posts of 2017–2019, which had a combined conversion rate of 15%
- Interviewed the president and co-founder of James Allen for a [bylined article](#) that was published on Entrepreneur.com

## Thales (formerly Gemalto), Petach Tikva — Product Marketing Specialist

DEC 2014 - DEC 2016

- Created website copy, landing pages, newsletters, [blog posts](#), and thought-leadership articles
- Managed all social activity across LinkedIn, Facebook, and Google+; built a LinkedIn [Showcase Page](#)
- Worked with an external marketing agency to implement blog and social media optimization strategies
- Prepared marketing materials for and took part in annual sales kickoff (SKO) events held throughout Europe

### ACHIEVEMENTS

- Wrote and published the definitive [Wikipedia article](#) on software monetization, which has amassed close to 15,000 pageviews
- Increased blog traffic by 622% (YoY) and decreased bounce rate
- Improved average daily reach on Facebook by 350% (YoY)

## Perion Network (formerly Conduit), Ness Ziona — Marketing and Product Writer

AUG 2013 - SEP 2014

- Wrote website copy, landing pages, banners, tooltips, emails, and [blog posts](#)
- Edited product manuals, support pages, legal texts (EULAs, privacy policies), PPT presentations, brochures, and eBooks
- Brainstormed visual concepts with the designers and collaborated with them throughout the creative process

### ACHIEVEMENTS

- Wrote the [most-viewed blog post](#) of 2014

## EDUCATION

### Middlesex University, London — BA (Hons) Creative Writing

SEP 1998 - JUN 2001

### London School of Publishing, London — Certificate in Editorial

MAY 2003 - AUG 2003

#### SKILLS

Content writing  
Copywriting  
Proofreading/copy editing  
Storytelling  
Blogging  
Search Engine Optimization (SEO)  
Content management  
Microcopy

#### SOFTWARE

Google Workspace  
CMS: Wordpress, Connect  
Composer (aka Redwood)  
Email: Klaviyo  
Photo editing: Photoshop, Canva, Pixlr  
Task management: Jira, Asana, Trello

#### PUBLICATIONS

[E! Online](#)  
[Entrepreneur](#)  
[Marketing Dive](#)  
[Retail Dive](#)

#### LANGUAGES

English (native)  
Hebrew (basic)