

Profile:

I am a content writer & manager with a strong background in creating and managing content for websites. I manage content and optimize websites for SEO purposes, including keyword research and meta descriptions for search engines. Previously, I spent 3 years writing marketing materials for B&H Photo's website which is visited by thousands of people daily. Strong visual skills with an eye towards layout have further given me the edge needed to present content in an appealing and inviting way to encourage increased readership.

EXPERIENCE

Orthodox Union

SEO & Content Specialist, June 2015-July 2019

- Technical documentation
- Writing SEO meta descriptions for existing text, audio, and videos to boost search engine rankings
- Web traffic analysis
- Keyword research and on-page SEO optimization for existing and new content
- Improving categorization, uniformity, and posts to provide a more user-friendly experience
- Editing, formatting, and standardization of existing and new content for multiple sites
- Standardization of procedures
- Content management for all audio and video

eTronics.com

Technical Writer, June 2015-January 2016

- Creating content for new products including selling points, and product overviews for a wide range of consumer electronics including audio, video, and photo.
- Writing SEO meta descriptions for products to boost search engine rankings

B&H Photo & Video

New York, NY

Technical Writer, December 2009-August 2014

- Created content for new products including specifications, features, and box contents
- Handled quality assurance issues including grammar and other website errors
- Initiated uniform standardization scheme for selling points and specifications for website
- Provided customer service regarding products and other issues

Rabbinical Council of America

New York, NY

Administrative Assistant, June 2007-June 2008

- Updated and posted content on website
- Reorganized multimedia resource section on website for easier access
- Maintained membership database using Microsoft Access
- Coordinated all aspects of annual convention, including processing registration, arranging travel for guest speakers and staff members, and working with caterer

EDUCATION

Yeshiva University, Yeshiva College

New York, NY

Bachelor of Arts in Sociology, GPA: 3.13, Major GPA: 3.7, May 2005

COMPUTER SKILLS

XML, HTML, WordPress, Access, Google Analytics, Drupal, Editing and Layout