






CONTACT

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ABOUT ME

I'm a writer with over 10 years of professional experience in marketing, communications, social media, content strategy, & more. I'm skilled at utilizing platforms such as Salesforce, Google Analytics, Amplitude, & more to best understand & serve userbases & audiences. I excel at developing brand voice & tone guidelines, improving social media & web engagement, & ideating content & marketing strategies.

CORE COMPETENCIES

- Marketing & communications
- Creative writing, proofreading, & editing
- Brand voice/tone development
- Content curation & creation
- Project management & leadership
- Social media marketing & management
- CMS management & usage
- Market research & SEO





TECHNICAL SKILLS

-  Salesforce, HubSpot, Google Analytics, Amplitude, HootSuite, ZenDesk
-  Visio, Canva, PhotoShop, LucidChart, Figma
-  Ada, Dialogflow, Jira, Wordpress, SquareSpace, LeadPages, Mailchimp
-  Basic HTML, 80+ WPM typing, AP style
-  Notion, Asana, Slack, Teams, Microsoft Office Suite, Google Docs & Sheets, ChatGPT
-  Facebook, Twitter, Instagram, Pinterest, TikTok, YouTube, Snapchat, Tumblr, Reddit

EDUCATION & INTERSHIPS

-  Hampshire College, 2008 - 2011
 - Creative Writing as Empowerment & Social Action
-  Pearson Education, 2011
 - Proofreading & editing internship
-  HubSpot Inbound Certification, 2015 - 2016
 - HubSpot inbound methodology
-  Ada Academy ACX Certifications, 2021 - present
 - Chatbot Design & Chatbot Builder

VOLUNTEER EXPERIENCE

-  Reddit Inc., 2019 - 2023
 - Community moderator (16.5m subscribers)
-  FutureFlash Project, 2012 - 2013
 - Environmental awareness content creator
-  Hampshire College, 2010 - 2011
 - Student life photographer, orientation leader, & event organizer
-  No Mas Muertes, 2008
 - Humanitarian aid worker in Nogales desert along US/Mexico border

MAYA TOBI



WORK EXPERIENCE

Lead Content Producer

Volley Inc | Jun 2022 - Nov 2023

- Managed content needs in 4 languages for several of Alexa's top voice games
- Directly managed an international team of copywriters
- Utilized Asana & Jira to manage team sprints, tasks, & project calendars
- Used Amplitude & other tools to obtain product analytics & test content strategies
- Created internal process documentation & optimized content databases
- Wrote, managed, & automated blog, social media, & daily game content

Small Business Owner

Very Good Fiber Goods | Oct 2023 - Present

- Creating artistic fiber goods for fiber artists & enthusiasts
- Managing & maintaining all business & accounting needs
- Targeted advertising & marketing to potential customers
- Utilizing social media platforms such as Instagram & Facebook
- Managing Etsy store & shipping products

Chatbot Content & Customer Insights Administrator

Meta/Facebook | Sep 2021 - Jun 2022

- Managed operational dependencies of Oculus & Portal device support chatbots
- Managed written chatbot content, content strategy, testing, & implementation
- Utilized ZenDesk & Salesforce to obtain customer analytics & improve content
- Performed audits of chatbot engagement & customer satisfaction
- Wrote & updated Help Center articles & other website copy

Creative Content Writer

ManyChat | May 2021 - Sep 2021

- Wrote & edited blog posts, marketing content, & creative website copy
- Utilized Google Analytics, Salesforce, & other platforms to obtain & utilize user data, perform A/B copytesting of ads & website copy, & more
- Utilized SEO, back-linking, & keyword research in written content
- Published & automated content on Wordpress CMS & social media channels

Lead Creative Writer for Samsung's Bixby

Samsung (via SDL Inc.) | Oct 2017 - Jun 2020

- Wrote UX & VUX-driven responses & creative content for conversational AI, Bixby
- Adapted writing to ensure consistency of Bixby's persona, tone, & voice
- Updated, maintained, & audited creative content database
- Performed market research & audience analysis to improve targeted content
- Created brand voice/tone guidelines & internal documentation

Creative Writer & Marketing Coordinator

Intero Real Estate Services Inc. | Oct 2015 - Apr 2016

- Wrote website copy, blog posts, marketing collateral, press releases, & more
- Created, curated, automated, & managed social media content
- Published content & maintained content calendar on WordPress CMS
- Utilized SEO, A/B copytesting, & keyword research for written content
- Performed analytics & customer data research to produce targeted advertising

Director of Marketing & Copywriting

Alomay Ltd. | Apr 2015 - Aug 2015

- Recruited, hired, & managed social media, web development, & copywriting teams
- Created, curated, & maintained marketing materials & website content
- Used Salesforce, Asana, & other platforms to maintain client databases, project dashboards, & calendars for all clients, teams, & projects
- Consistently met & exceeded KPIs