






## CONTACT

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## ABOUT ME

I'm a creative writer with over 10 years of professional experience and over 6 years working with game content, narrative design, and conversational AI. My creative copy work includes stories & scripts with non-linear branching dialogue flows, intersecting paths, & multiple endings. I highly value constructive criticism and excel in positions that involve storytelling, proofreading, and editing.

## CORE COMPETENCIES

- Chatbot/conversational AI writing & expertise
- 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

-  MarketMuse, Ahrefs, SEMRush, Google Analytics, HootSuite, Sprout Social, BuzzSumo
-  Visio, Canva, PhotoShop, LucidChart, Figma
-  Ada, Dialogflow, Atlassian, Wordpress, SquareSpace, LeadPages, Hubspot, Mailchimp
-  Basic HTML, 80+ WPM typing, AP style
-  Trello, Asana, Slack, Teams, Word, Excel, Outlook, SharePoint, Etsy, ChatGPT
-  Facebook, Twitter, Instagram, Pinterest, TikTok, YouTube, Snapchat, Tumblr, Reddit

## EDUCATION & INTERNSHIPS

-  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, including Question of the Day, Jeopardy!, Bedtime Stories, & Are You Smarter Than A 5th Grader
- Directly managed an international team of copywriters
- Utilized tools such as ChatGPT to produce and conceptualize content
- Created & optimized in-depth content database management systems

### Small Business Owner

Very Good Fiber Goods | Oct 2023 - Present

- Creating artistic fiber goods for fiber artists and enthusiasts
- Managing and maintaining all business and accounting needs
- Targeted advertising and marketing to potential customers
- Utilizing social media platforms such as Instagram, Facebook, TikTok, and more
- Advertising, Etsy management, & social media management

### Chatbot Content & Customer Insights Administrator

Meta/Facebook | Sep 2021 - Jun 2022

- Managed chatbot content strategy, testing, & implementation
- Continually improved chatbot's NLU training & content library
- Performed regular audits to improve Not Helpful & Not Understood statistics
- Supported operational dependencies of customer support chatbots for Oculus & Portal devices

### Creative Content Writer

ManyChat | May 2021 - Sep 2021

- Wrote blog posts, marketing collateral, & creative website copy
- Assured content quality via proofreading & editing
- Smoothly utilized SEO, back-linking, & keywords in written content
- Published & maintained 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
- Wrote & visualized "audioventure" stories & scripts with non-linear branching dialogue flows, intersecting paths, & multiple endings
- Adapted writing to ensure consistency of Bixby's persona, tone, & voice
- Updated & maintained creative content database
- Performed market research & audience analysis

### Creative Writer & Marketing Coordinator

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

- Wrote website copy, blog posts, marketing collateral, & press releases
- Created, curated, & managed social media content
- Published & maintained content on WordPress CMS
- Maintained SEO & performed keyword research
- Automated & maintained email marketing

### Director of Marketing & Copywriting

Alomay Ltd. | Apr 2015 - Aug 2015

- Recruited, hired, & managed social media, web development, & copywriting teams
- Created, curated, & managed marketing collateral materials & online content
- Managed project dashboards and calendars for multiple clients, teams, & projects simultaneously
- Performed market research, A/B copytesting, & KPI monitoring

