

CONTACT

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ABOUT ME

I'm a professional creative writer with a wide range of experience: fiction and poetry, B2C and B2B copy, AI chatbot dialog with branching and intersecting flows, and more. I highly value constructive criticism and excel in positions that involve storytelling, proofreading, editing, and marketing.




CORE COMPETENCIES

- Creative writing, proofreading, & editing
- Content creation & curation
- Brand voice/tone development
- Chatbot/conversational AI writing & expertise
- CMS management & use
- Email marketing & automation
- Social media marketing & management
- Market research & SEO




TECHNICAL SKILLS

-  MarketMuse, Ahrefs, SEMRush, Google Analytics, HootSuite
-  Visio, Canva, PhotoShop, PowerPoint
-  Wordpress, SquareSpace, LeadPages, Hubspot, Mailchimp, ManyChat
-  Basic HTML, 80+ WPM typing, AP style
-  Trello, Asana, Slack, Teams, Word, Excel, Outlook, SharePoint
-  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

VOLUNTEER EXPERIENCE

-  Reddit Inc., 2019 - present
 - Community moderator
-  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

CREATIVE WRITER



WORK EXPERIENCE

Creative Content Writer

ManyChat | May 2021 - Present

- Wrote blog posts, marketing collateral, & creative website copy
- Published & maintained content on Wordpress CMS
- Assured quality of B2B & B2C content via proofreading & editing
- Maintained dialog flow, conversational AI, & chatbot expertise
- Smoothly utilized SEO, back-linking, & keywords in written content
- Maintained social media knowledge & expertise

Lead Creative Writer for Samsung's Bixby

SDL Inc. | Oct 2017 - Jun 2020

- Wrote UX-driven utterance responses & creative content for conversational AI
- Adhered to Samsung's tone, voice, & brand expectations
- Wrote & visualized "audioventure" stories & scripts with non-linear branching dialog flows, intersecting paths, & multiple endings
- Adapted writing to ensure consistency of Bixby's persona, tone, & voice
- Assured quality of B2C content via proofreading & editing
- 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
- Coordinated & managed online charity events
- Automated & maintained email marketing

Director of Marketing & Copywriting

Alomay Ltd. | Apr 2015 - Aug 2015

- Recruited, hired, & managed social media & copywriting team
- Wrote, proofread, edited, & designed e-books, lead magnets, blog posts, press releases, email series, & other marketing collateral materials
- Created, curated, & managed social media & website content
- Maintained tone & voice requirements for simultaneous clients
- Performed A/B copytesting & KPI monitoring

Account & Hiring Manager

InnGrid & Roomsy Inc. | Mar 2015 - Jun 2015

- Hired, trained, & managed employees
- Generated sales leads & cold called potential customers
- Utilized & maintained proprietary CRM software
- Wrote, proofread, & edited website & email marketing copy
- Managed client accounts & assisted with troubleshooting

Copywriting & Marketing Freelancer

Self-Employed | Jan 2011 - Present