

DEBBIE BURACK

tothepointdrb@gmail.com

CONTENT WRITER

I create engaging content and copy for many industries, specializing in the medical field. I convey all information with elegance and power, using SEO to attract readers and increase conversion rates.

iLOGIC Internet Marketing Solutions - Medical Content Writer

August 2018 - present

- Webpages for Sheba Medical Center - International Medical Tourism Division: landing pages, press releases, blog posts, news articles, social media posts, health articles, infographics, knowledge base Q&A

EYECARE PRO - Medical Content Writer

March 2016 - present

- Webpages for Optometric Practices – SEO eye health articles: homepages, landing pages, blog posts, press releases, GMB posts, social media

FREELANCE WRITER

August 2001 – present; **WRITING SAMPLES PROVIDED UPON REQUEST**

WEB CONTENT Projects include:

- **Sweet Inn:** site descriptions for travel and tourism industry; vacation rentals
- **MCR - Global Jewish Entertainment:** product descriptions, web content
- **Gesher Marketing:** web content, press releases
- **Get a Copywriter Agency:** web pages, blogs, press releases; editing
- **Outsourcing to Israel:** landing pages
- **UTrips Destinations:** descriptions of travel sites and attractions
- **City of Gold Apartments:** blog articles, web content, copywriting
- **Zechus Chana Cancer Patient Transport:** email marketing, social media posts

MAGAZINE ARTICLES PUBLISHED IN:

- **FYI Magazine:** topics in Health & Wellbeing
- **FWD-Going ForWarD Magazine (Friends With Diabetes International)**
Health and Wellbeing; Medical Technology
- **Diabetes Forecast,** official publication of the American Diabetes Association
- **Binah Magazine**
Health & Wellbeing, Women in Jewish History
- **Hamodia Magazine**
Feature articles, topics in: Health, Culture and History
Adult fiction, children's fiction; "Craft Corner" columnist (2002-2006)
- **Ami Magazine:** topics in Culture, Architecture and History
- **Mishpacha Magazine:** topics in Health & Wellbeing

GOING FORWARD MAGAZINE, FWD/Friends With Diabetes International

Executive Editor

November 2008 – August 2010

- Researched topics and assigned themes and articles to the writing team
- Edited and approved articles for publication
- Solicited articles and interviews from international health professionals

JEWISH AGENCY FOR ISRAEL; Pedagogic Center, Jerusalem

DATAJEM Project Coordinator – July 1997 to August 2001

DATAJEM is an online database of Jewish education materials with comprehensive professional reviews of the listed resources

- Website content writing and editing
- Edited book reviews and approved final drafts for inclusion in the database

EDUCATION

BARNARD COLLEGE, COLUMBIA UNIVERSITY: NEW YORK

Bachelor of Arts Degree: May 1993 Major in Art History, Minor in Architecture & Design

THE HEBREW UNIVERSITY OF JERUSALEM: MT. SCOPUS

1994-96: Master's Degree Coursework in Art History; Focus: Architecture and Design