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LANDA, REHOVOT and MATIFIC, RAMAT GAN

FREELANCE LANGUAGE EDITOR

(2019-present)
COMO (Formerly Conduit), NESS ZIONA
(2007–2019)

PRODUCT UX AND MARKETING EDITOR, WRITER

Senior editor and writer for the entire range of marketing collateral and product UX texts for loyalty program solution. Expertise in websites, video scripts/production, customer testimonials, email campaigns, taglines, brochures, messaging, and more.

KODAK IL (Formerly Creo), HERZLIYA
(2003–2006)

MARKETING COMMUNICATIONS WRITER AND EDITOR

Responsible for the marketing collateral produced by the company's product groups for global digital printer software clients, including website content, ads, posters, brochures, articles, customer testimonials, and presentations.

TTI TELECOM, RAMAT GAN
(2001-2003)

TECHNICAL EDITOR

Editing user manuals written by developers accompanying operations support systems (OSS) for large communications service providers.

SOFTWATCH LTD, TEL AVIV
(1998–2001)

WEB CONTENT AND UX TEXT MANAGER

Providing community websites for the end customers of pharmaceutical companies. Editing and writing content and UX text, scripting and producing interactive demos for the back-office application and online guided tours.

EDUNETICS LTD, HERZLIYA
(1993–1998)

SCRIPTWRITER

Editing and writing interactive, multi-character scripts for award-winning, educational software produced for the US school market, directing recording sessions.

Education

University of Delaware, Newark, Delaware
BA, Education, English Literature, and Journalism