



## Josh Genuth

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### Profile

Content strategist, proofreader, and editor with extensive consumer and B2B experience. Strong emphasis on web content, PR campaigns, and classic digital marketing assets. Excellent research skills with fluid turnaround time, strongly creative flair, and immaculate grammar/syntax. Ghost-published in top tier consumer, tech, and business publications.

Current and past clients include [Skyline AI](#), [Bits&Sparks](#), [Magisto](#), [Space Cat](#), [WalkMe](#), [Optimove](#), and more.

Some examples of published work can be viewed [here](#).

### Experience

#### NOVEMBER 2017 – PRESENT: FREELANCE CONTENT WRITER & EDITOR

I help tech companies attain their business goals by producing high-quality English marketing content like webcopy, blogs, white papers, investor decks, contributed content, press releases, digital video scripts, and more. Deeply familiar with high-tech and startup terminology and business communication, I work with marketing, sales, and executive teams in building out ideas and messaging with intelligent precision and engagingly readable creativity.

#### JUNE 2020 – APRIL 2022: CONTENT MANAGER, WESANA HEALTH/PSYTECH

Content lead, editor, and writer at Wesana Health/PsyTech, a leading company in the medicinal psychedelics space. Responsible for generating and editing all web copy and outgoing content. Managed a team of freelance writers for PsyTech's blog, produced social copy, and generated weekly newsletter.

#### DECEMBER 2014 – NOVEMBER 2017: CONTENT MANAGER, HEADLINE MEDIA

Content writer, editor, and department head at prominent Tel Aviv PR firm responsible for creating high quality thought leadership pieces written on behalf of high-tech CEOs and published in top global business, consumer, and trade publications. Prominent Israeli clients included Wix, Lightricks, Apester, SimilarWeb, enSilo, and more. Drew on relationships with client company executives, marketing agencies, and journalists to produce consistently strong PR and marketing content.

### Education

2007-2010: Interdisciplinary Center Herzliya, Sammy Ofer School of Communications, BA.

2020-2021: Tel Aviv University, Environmental Studies, MA.