

RANA WAXMAN / CONTENT MARKETING

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FLORIDA, USA

A professional content writer and editor, I have 10+ years in business storytelling. Whether you are a big company or a small business owner, I use my background in deep listening to pair multi-channel copy (print, web, email, social, video, audio) with your goals. My talents reach all aspects of content creation, from initial ideas and strategy to final polish. Using creative and technical skills such as SEO and AI tools, I strive to improve brand reach, engagement, and sales. You will find that I deliver high-quality people-first content that compels your audience to act (buy, subscribe, join, learn more and other CTA goals). I'm also adept with times, teams, staying organized and on track.

WORK EXPERIENCE

Digital Website Content Writer Administrative Services

Contract through TriCom Group.

State of Connecticut, Department of

Freelance Writer 2024

Articles for House Digest.

Static Media

Digital Editor/Copywriter 2023-2024

Understood.org

Contract through Creative Circle.

- Created engaging content for various channels, including downloadable pages, push notifications, articles, newsletters, headlines, and preview text for their proprietary app.
- Curated content for learning and mental health hubs (content clusters).
- Collaborated with stakeholders.
- Used SEO best practices to optimize web content, images, and meta tags.
- Content repurposing.
- Key accomplishments include meeting deadlines, cross-team collaboration, interpreting style guides, UX writing, and developing landing pages for Understood.org and Learning Heroes.

**Content Editor/Membership
2023-2024**

Project Management Institute (PMI)

Contract through YOH.

- Developed and executed content marketing campaigns across various channels (product marketing for PMI Picks™, LinkedIn and website ad copy, email marketing, landing page copy, PowerPoint presentations for stakeholders and team members).
- Reporting, and analysis of member survey data.
- Optimized content for SEO.
- Analyzed audience personas for targeted content.
- Cross-team collaboration with marketing/branding/communication and sales teams.
- Maintained consistent tone on website for membership products and offerings.
- Answered member emails to ensure excellent customer care.
- Managed the membership booth at virtual events and produced results-driven event marketing collateral.
- Conducted A/B testing for email copy.
- Key accomplishments include increased organic search traffic through landing page rebranding (KICKOFF™ and successful deployment of rebranded membership marketing collateral at PMI® Events.

**SEO Writer
2014-2022**

Education Dynamics LLC

Freelance contract – direct response marketing.

- Content creation for multiple lead generation websites in higher education (GradSchools.com, eLearners, StudyAbroad, Cyber_Degrees, Unigo, Education Connection +).
- Developed landing pages, articles, infographics, product pages, and content strategy for SEO briefs.
- Led brainstorming sessions to streamline copy across individual sites through templates.
- Mentored writing teams in SEO writing to meet organic search goals.
- Conducted first source research.
- Edited team members' work.
- Key accomplishments include leading efforts towards a people-focused writing style with high conversion rates and securing answer boxes in Google search.

**Head Copywriter
2020-2020**

Smilewise (Belgium)

Freelance contract – startup B2B.

- Identified and measured new opportunities to optimize evergreen content.
- Created new content calendar and distribution to increase brand awareness and conversion rates.

- Creative writing for blog in collaboration with design team to improve images and visual content.
- Key accomplishments include website build out on budget. The team also hired me for other projects, not listed here.

Marketing Communications Writer
2018-2019

Vanguard Financial

Contract through Mondo B2C.

- Collaborated on and pitched ideas for social media campaign copy and video scripts for Digital Advisor, General Advice and 529 College Savings.
- Synthesis of white papers into easy-to-read articles.
- Key accomplishments included working in an agile pod that functioned as an in-house agency and writing based on personas.

Digital Content Writer
2020-2022

Drexel University (Online)

Contract.

- Rewrite of webpages following a re-branding.
- Performed competitor analysis.
- SEO optimization, keyword research.
- Conducted SME interviews to funnel conversations into useful articles.
- Thought leadership for infographic content and research.
- Key accomplishments included identifying an audience gap and crafting updates to the military student section.

Web Content Specialist
2017-2019

Homes.com

Contract.

- Creative writing and storytelling for a blog that focuses on real estate, home décor, home finance, and lifestyle.
- Key accomplishments include thought leadership (pitching ideas) and high performing content that led to a series of location-specific articles.

SEO & Social Specialist
2015-2016

Twice Social

Contract (agency).

- Built social media platforms for agency clients.
- Ghost blogging.

- Answered direct messages and comments on social media platforms to foster community engagement.
- Expanded clients' brand reach through successful ads.
- Key accomplishments include high performing Facebook ads and organic traffic through blog content.

Feel free to ask about prior roles in blogging, social media management, retail sales and commercial real estate management.

EXPERTISE

- **AI tools:** Jasper, Chat GPT, Gemini, Relative Insight.
- **Content taxonomy:** Categories, tags, and metadata.
- **CMS:** WordPress, Contentful, Drupal, Sitecore.
- **Content governance:** Style guides, consistency, and standards.
- **Mentoring** writing teams on SEO storytelling.
- **SEO** research, tracking, and on page optimization.
- **Project tools:** Canva, Adobe, Mailchimp, Jira, Workflow, Zoom, Slack, Microsoft Office, Teams, Google Suite, Trello, Hubspot.
- **Editing tools:** Flesch, Hemmingway, Clearscope.
- **Industries:** B2B, B2C, higher education, mental wellness, finance, business, home décor and lifestyle, travel, real estate, coaching, retail.

WORKPLACE SKILLS

- Friendly and excellent communicator.
- Deep listener with interviewing skills.
- Problem solver and critical thinker.
- Self-starter, mentor, and team player.
- Able to synthesize big ideas.
- Creative and resourceful.
- Data-driven decision-making.
- Highly organized and focused.
- Cross-team collaborator.

EDUCATION

BA / Liberal Arts / Communication
 McGill University
 2013

LinkedIn Learning Certificates:

Marketing Strategy: SEO Content Writing

Consumer Behavior: Using Neuroscience to
Improve Your Marketing

SEO: Keyword Strategy

Writing with Commonly Confused Words

B2B Content Marketing Strategy: SEO Writing

LANGUAGES

English – native

French, Spanish – conversational