

RANA WAXMAN | Conscious Strategies LLC

Port St. Lucie, Florida, U.S.A.

rana.consciousstrategiesllc@gmail.com

Successful professional writer with 15 years producing high-performing content for nonprofits, businesses, government agencies, and individuals. Excel in making complex topics user-friendly. Data-driven mindset with experience in all the creative process steps.

SKILLS

Cross-team collaboration

On-time

Adaptable

Organized

Self-starter

Strategic

Systems thinking

Purposeful

Resourceful

Excellent communicator

Relationship builder

Mentor, teacher

WORK EXPERIENCE 2010 - present

Digital Content Writer | State of Connecticut

Modernized state websites (Office of Higher Education, Department of Children and Families, Business One-Stop) using plain language, brand and style guidelines, accessibility standards, SEO, and analytics. Content strategy to page design. Improved onboarding material for new hires.

Digital Editor-Copywriter | Understood.org

Created engaging and user-friendly content for various channels: downloadable pages, articles, newsletters, headlines, push notifications, and preview text for the Wunder app. Improved page ranking for evergreen content. Content audits to content curation. Collaborated on Learning Heroes landing pages.

Content Editor (Membership) | Project Management Institute (PMI)

Developed and executed content marketing campaigns across newsletters, ad copy, websites, event marketing, and email campaigns. Increased member retention, acquisition, and subscriptions. A/B testing. Improved KICKOFF™ landing page rankings. Deployed effective membership marketing collateral at PMI® Events.

SEO Freelance Writer | Education Dynamics LLC

Articles, direct-response marketing, landing pages, product pages, and infographics for CyberDegrees.com, Unigo, GradSchools.com, eLearners, Education Connection, and

other lead-generation websites. Improved organic traffic. Mentored writing teams in SEO storytelling. Created SEO briefs to streamline content across website sections.

Head Copywriter | Smilewise

Identified and measured new opportunities to optimize existing healthcare-focused content. Created new content to increase brand awareness and conversion rates. Improved the IA and boosted organic traffic.

Marketing Communications Writer | Vanguard

Created social media campaign copy and video scripts for Digital Advisor, General Advice, and 529 College Savings. Distilled complex white papers into easy-to-read articles. Collaborated with project managers, design, and social media teams in an agile environment.

Digital Content Writer | Drexel University Online

Competitor analysis, SEO optimization, SME interviews, and research to implement website redesign. Identified the audience gap and improved the military student section.

Web Content Specialist | Homes.com

Thought leadership for real estate, home décor, mortgages, and lifestyles. Wrote a series of effective articles that helped improve site traffic for B2C markets.

SEO and Social Media Specialist | Twice Social

Built engagement and monitored social media platforms for US Pest, Voyage Journey Pure, and other websites. Ghostwriting for high-converting blogs. Led effective Facebook ad campaigns.

EDUCATION

BA in Liberal Arts and Communication McGill University

LANGUAGES

English

Conversational French and Spanish

TECHNICAL SKILLS

Workflow	SEO, Google Analytics	Grammarly, Flesch,
Jira	AI and Generative AI	Hemingway
Confluence	Content strategy	UX writing
Teams/Microsoft 360	Information architecture	Figjam, Canva

Landing pages
Product marketing
Social media
Event marketing

TV, video, audio scripts
WordPress, Contentful,
Sitecore, Squarespace,
Drupal

Editing and publishing
Mailchimp
Email marketing
Blogging, articles

RECOMMENDATIONS

<https://www.linkedin.com/in/ranawaxman/>

PORTFOLIO

<https://consciousstrategiesllc.com/>

VOLUNTEERISM / INTERESTS

- Part-time yoga therapist and stress-management coach.
- Co-leader of Chaverim Club in charge of event planning, membership, and marketing.
- Avid swimmer, walker, cyclist.
- Love foreign films on Netflix.
- Dog mom.