

# RANA WAXMAN

Accomplished professional writer with 10+ years of producing high-performing web content for nonprofits, businesses, government agencies, and people. Excel in making complex topics user-friendly. Data-driven mindset with experience in all the creative process steps from strategy to page design in Figma and publishing in various CMS. Ability to adapt to style guides and brand voice and work in regulated environments. Proven ability to prioritize and manage many projects and deadlines.

## CORE COMPETENCIES

Cross-team collaboration	Self-starter	AI-driven Content Tools and
Multi-tasker	Content Strategy	Platforms
Adaptable	Analytical Thinker	Creative Writing
Organized	Purposeful	UX Writing
Product Marketing	Resourceful	Leadership
Event Marketing	Excellent Communicator	Research
Editing and Publishing	Relationship Builder	Brand and Marketing
Web Content	Mentoring	Customer Support
Blogging - Articles and Thought	Compliance/Legal	Brand Voice and Consistency
Leadership	Detail-oriented	B2B and B2C
APP, SMS, Mobile	TV, Video, and Audio	
Email Marketing	Script	
	Content Creation	

## WORK EXPERIENCE

[Conscious Strategies LLC | Senior Content Writer](#)  
2010-present

### Digital Content Writer | State of Connecticut

- Worked within a highly regulated environment to modernize state websites
- Used plain language, brand and style guidelines, accessibility standards, SEO, UX writing, and analytics
- Content strategy including concept development for information architecture (IA)
- Journey mapping and mock-up page design in Figjam
- Researched and synthesized information to use in knowledge-based articles
- Met with and presented pages to stakeholders and leadership
- Improved onboarding material for new hires
- Collaborated with cross-functional teams

### Digital Editor-Copywriter | Understood.org

- Created engaging and user-friendly content for various channels: downloadable pages, articles, newsletters, headlines, SMS push notifications, and preview text for the Wunder app
- Improved page ranking for evergreen content
- Met brand voice and campaign objectives

- Content audits to content curation
- Collaborated on Learning Heroes landing pages
- Programmed AI tools with brand voice

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

- Developed and executed marketing copy for newsletters, advertisements, headlines, taglines, websites, event marketing, and email campaigns
- Increased member retention, acquisition, and subscriptions
- A/B testing for membership levels
- Improved KICKOFF™ landing page rankings
- Deployed effective membership marketing collateral at PMI® Events
- Synthesis of member satisfaction survey data
- UX writing for compelling calls-to-action (CTAs)
- Streamlined content processes

#### **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
- Judged scholarship competitions
- Researched industry trends
- Generated leads for sponsor higher education institutions

#### **Head Copywriter | Smilewise**

- Identified and measured new opportunities to optimize existing healthcare technology-focused content for a start-up
- 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 and synthesized white papers into easy-to-read articles
- Collaborated with project managers, design, and social media teams in an agile environment
- Used audience personas to tailor copy to different channels

#### **Digital Content Writer | Drexel University Online**

- Performed competitor analysis
- Full on-page SEO optimization
- Conducted SME interviews, and research to implement website redesign
- Identified an audience gap and improved the military student section

#### **Web Content Specialist | Homes.com**

- Thought leadership for real estate, home décor, mortgages, and lifestyles
- Improved site traffic for B2C markets through researched articles and photos

#### **SEO and Social Media Specialist | Twice Social**

- Boosted engagement on social media platforms for US Pest, Voyage Journey Pure, and other websites
- Wrote high-converting blogs
- Led effective Facebook ad campaigns

## **EDUCATION**

BA in Liberal Arts and Communication - McGill University

## LANGUAGES

- English
- Conversational French
- Conversational Spanish

## TECHNICAL SKILLS

Workflow	Figjam, Canva
Jira	Google Suite
Confluence	WordPress, Contentful, Sitecore,
Microsoft 360	Squarespace, Drupal
SEO Research /Optimization	Mailchimp
Google Analytics	Qualtrics
AI and Generative AI	Relative Insight
Information Architecture	Clearscope
Grammarly, Flesch, Hemmingway	

## VOLUNTEERISM AND INTERESTS

- Part-time yoga therapist and stress-management coach
- Co-lead a nonprofit: Event planning, membership, and marketing
- Avid swimmer, walker, cyclist
- Love foreign films on Netflix
- Dog mom