



Elana Kaminka

Content . Copy . Editing . Translation .



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WRITING SERVICES

- Naming and taglines
- Web text
- Ad texts and scripts
- Company profiles
- Blogs
- UX/UI/ Microcopy
- Articles
- Grant proposals
- Social media
- Case studies
- White papers
- Flow and sales funnel
- Product descriptions

EDUCATION

MA/History

Schechter Institute

1999-2001

BA/History and Education

Hebrew University, Jerusalem

1995-1999

I'm a writer. I help companies tell their customer's story.

You have an amazing product, a true gamechanger. You want everyone to know about it. That's your story, but unless your customers are your proud mama, it's not theirs. Work with me to tell their story about your product, so that your customers are as excited as you are.

EMPLOYMENT

Content and copywriter

Freelance/ 2017-Current

- Content writer for a variety of companies in the tech sector including: Cybersecurity, AI for solar power plants, restaurant analytics, digital printing, smart shipping, utility management and optimization, medical tech and more.
- Copywriter for naming and taglines, ads, social media and campaigns.
- UX and microcopy writer for transportation and medical apps.

Associate director

Tevel NGO/ Jerusalem/2012-2017

- Doubled organizational income within one fiscal year, securing grants from major foundations.
- Managed all resource development for the organization including grants from foundations, private donors, crowdfunding and income generation.
- General administration of the organization including but not limited to- fiscal management, information systems (Salesforce) and internal communications.
- Managed all organizational marketing, content development and PR including press releases, website, blog, donor communications and social media.

Programs director

Israel Experience/Jerusalem/2007-2011

- Developed CAREER ISRAEL from a "start-up" initiative by creating the vision, business plan, marketing and financial strategy.
- Branded and successfully marketed programs, resulting in a financial and participant growth of rate 130% within two years.
- Established partnerships with hundreds of leading Israeli companies and organizations in the private and public sectors including the Knesset and government offices, Bank Leumi, ECI, Radvision, Mc Cann Erikson, Israel Securities Authority, Jerusalem VP, Terraventures.

Prior work experience and references available upon request.