



Josh Genuth

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Profile

Freelance content writer, proofreader, and editor with extensive consumer and B2B experience. Strong emphasis on consumer tech content, bylined articles, and press releases. Helps businesses and individuals express their ideas and messaging with intelligent precision and engagingly readable creativity. Well versed in startup culture and parlance. Excellent research skills with fluid turnaround time and immaculate grammar/syntax. Ghost-published in top tier consumer, tech, and business publications. Speaks/reads/writes fluent Hebrew and mother tongue English.

Experience

DECEMBER 2014 – NOVEMBER 2017: CONTENT MANAGER, HEADLINE MEDIA

Content writer, editor, and department head at prominent 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. Ensured grammatical and stylistic excellence in outgoing marketing content, press releases, journalist pitches, and other official communiqués. Contributed vital content to the product launches, news releases, and marketing campaigns of prominent Israeli clients, including Wix, Lightricks, Apester, SimilarWeb, enSilo, and more. Deeply familiar with high-tech and startup terminology and business communication, in addition to current language and phraseology of consumer media. Team member of a fast-paced, professional PR environment with very tight deadline and multitasking requirements. Drew on relationships with client company executives, marketing agencies, and journalists to produce consistently strong PR content.

FEBRUARY 2014 - AUGUST 2014: CLIENT RELATIONS MANAGER, SHALOM ISRAEL TOURS Client-focused relationship manager, dedicated to exceeding client expectations in working closely to plan, execute, and provide real time support for custom tailor-crafted tours in Israel. Responsible for ensuring that every logistical aspect of clients' experience in Israel, from landing to departure, was planned and actualized seamlessly and exactly according to clients' wishes - including hotel accommodations, tour guides, tour sites, various activities for children and seniors, and the many special arrangements and unforeseen circumstances that arise before, during and after a tour. Oversaw multiple clients and groups simultaneously, and managed extensive follow up efforts as well as production of creative marketing materials for expansion of client base.

OCTOBER 2010 - PRESENT: **FREELANCE VIDEO EDITOR**

Produces short/mid-length films for Internet broadcast. Emphasis in post-production/editing. Wide knowledge of Final Cut Pro, iMovie, and Mac operating system. Extensive experience in promotional content for non-profits, grassroots social movements, and music videos.

NOV 2011 - APRIL 2012: **US-ISRAEL LIAISON, INTERNATIONAL FELLOWSHIP OF CHRISTIANS AND JEWS**

Oversaw project coordination, information flow, and general communication between Chicago and Jerusalem headquarters of IFCJ, the largest nonprofit fundraising organization in Israel. Produced project descriptions and gathered time sensitive data and media on IFCJ's 400+ projects in Israel and abroad, ensuring that relevant headquarters staff and executives were fully conversant on broad organizational impact toward completing all development, marketing, and communications tasks. Coordinated the Israel office's English language documentation files and ensured quality of access to program descriptions, information, and media content. Translated press releases, journalistic articles, and grant beneficiary material from Hebrew to English. Maintained workflow of numerous simultaneous tasks in sync with various Israel and US organization departments.

Education

2007-2010: Interdisciplinary Center Herzliya, Sammy Ofer School of Communications, B.A. recipient.
Major: Interactive Media, graduate with honors.

Courses included Public Relations, Social Psychology, Interpersonal Communications, Communications Writing, Media Ethics, Persuasion, and Video Production.

Military Service

2004-2006: Israel Defense Forces - voluntarily enlisted and served as a combat medic in an infantry battalion.

References

Happily available upon request.