

Ruth Lakin-Fagan

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Work History

- JobTestPrep, Ramat Gan- Content Manager
- The Lechter Institute at Bar Ilan University- Research Assistant
- Common Knowledge at Bar Ilan University- Editorial Assistant

Qualifications Summary

- Over three years of experience writing, editing and curating content for a successful e-commerce company.
- Created and published content used in marketing campaigns and by affiliate partners to generate sales.
- Successfully developed employee work schedule to enhance efficiency and productivity in the workplace.
- Developed numerous customer services processes to circumvent technological difficulties and help customer experience.

Relevant Skills

Writing

- Created and curated material for both inbound and outbound marketing, email and ad campaigns.
- Developed web-based guides, walkthrough tutorials and a support portal for customer success.
- Created and curated over 90 new content pages based on SEO and market research.

Analytical

- Analyzed relevant SEO research to create money-generating content.
- Created web-based campaign to collect information from potential customers which was analyzed into data and used to develop content plans for three websites.
- Assessed employee schedule along with user data to improve worker efficiency and customer satisfaction.

Administrative

- Coordinated book review process from start to finish: soliciting reviews, ordering books and collecting and editing reviews before publication.

- Extensive online research in various academic topics.
- Arranged training for new hires and monitored their work progress.

Education

- BA in English Literature from Bar Ilan University, 2013-2016
- Currently pursuing an MA in English Literature at Bar Ilan University with a focus in contemporary historical fiction.