Ruthy Waknine

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## SUMMARY OF QUALIFICATIONS

* **Professional editor of media (print and online), websites, books and academic papers**
* **Content writing, advertising, marcom, SEO copywriting**
* **Trilingual (English/Hebrew/French) translator**
* **Analytical, strong research skills, insightful, creative and quick learner**
* **Legal and scientific background with strong attention to detail**

### EMPLOYMENT

*2011-present* **Freelance Editor/Content Writer/Translator**

* Editing of articles (printed copy and online) for publication in *The Jerusalem Post, Israel National News, Israel Affairs* and other media
* Editing of books by published authors
* Editing of academic papers of professors for publication
* Research, compilation, editing and proofreading of scientific and legal documents
* Content writing, maintaining high sensitivity to various target markets
* Corporate and NGO promotion, advertising and blogging
* Developing marketing material for Israeli patented innovations, FDA/CE-certified, within US/EU markets
* Online content management on WordPress CMS
* SEO copywriting according to best practices keyword density
* Corporate website translation *(Hebrew/French/English)* and management
* Translation of executive summaries, business plans and reports

*Jan 2014-present* **Paralegal/Law Office Manager** *(part-time)*

* Drafting, editing and organizing of legal documents
* Assisting with research and general legal tasks
* Managing finances and accounting in an international firm requiring knowledge of both American and Israeli legal and tax systems
* Responsible for managing, handling and coordinating activities and resolving issues

*2005- 2009* **Paralegal***, Backenroth, Frankel & Krinsky, LLP, New York NY*

* Drafting, editing and organizing of legal documents
* Research of case dockets via ECF/Pacer; filing of pleadings with the Courts
* Preparing and organizing of services and subpoenas
* Assisting senior partners with research and general legal tasks
* Managing client file system, from initial cataloging through storage
* Maintenance of the office computer network
* Substituting office comptroller during a four month period, managing both business and escrow accounts; accounting and billing of clients using Timeslips

*2002- 2003* **Legal Expediter/Office Manager,** *Garfinkel Architects, Brooklyn NY*

* Reviewed and expedited legal documents for an architectural firm
* Acquired thorough knowledge and experience in architectural legalities of NYC Building and Transportation Departments – from initial plan approval through building signoff
* Mediated clients’ demands
* Managed and assured the smooth functionality of the office

*2000* **Marketing Executive/Technical Writer,** *Kasamba, Tel Aviv, Israel*

* Created technical support templates and web advertisements (PPC, PPI)
* Maintained the company’s website content and customer support.
* Worked in tandem with R&D/QA professionals of the startup to optimize development

## EDUCATION

*2005* **Touro College,** *New York, NY*

**B.Sc.** -Bachelor’s Degree of Science Major: Interdisciplinary Sciences

**New York Paralegal School***, New York, NY*

Paralegal Certification

##### COMPUTER LITERACY

##### WordPress; Google Analytics; social media; creation of tech support templates; tech support for proprietary software; proficient web researcher with strong knowledge of online applications; MS Office; various accounting software

HONORS

Touro College Merit and Presidential Scholarships; National Dean’s List; Massey School for the Gifted (Canada)