

Sweetlana Portnaya

sweetlanaportnaya@gmail.com | [LinkedIn](#) | [Portfolio](#)

Experienced **editor** with over 5 years of expertise in **editorial content strategy** and **SEO**. Proven ability to ensure impactful outputs, as well as a consistent capacity to uncover unique formats. Skilled in leveraging **AI tools**, **data-driven insights**, and **cross-functional collaboration** to produce **skillfully crafted campaigns**.

Professional Experience

Managing Editor @ Natural Intelligence — Tel Aviv, Israel

May 2022 - Present

- Spearheading an extensive B2B2C content strategy—Driving over \$100k revenue/month.
- Writing and editing engaging, conversion-focused content—Publishing hundreds of content pieces annually.
- Managing a team of freelancers, maintaining efficient and quality high-volume content production.
- Developing and implementing editorial workflows to streamline content production.
- Integrating AI tools into the content creation process, optimizing working methods and outputs.
- Using SEO to inform content strategy, creation, and optimization via keyword research, SERP analysis, on-page SEO.
- Creating unique data-driven methods for competitor analysis and user research.
- Tracking web performance—Providing consistent reports on growth and implementing findings for conversions.
- Serving as main content liaison across teams, ensuring accurate implementation of stakeholder requests.

Content Manager @ Tel Aviv University — Tel Aviv, Israel

August 2021 - May 2022

- Designed multi-channel content strategies, achieving increased student admissions & community engagement.
- Developed and managed paid advertising campaigns on platforms like Facebook and LinkedIn.
- Owned the University website—Completely maintaining and building content pages through Drupal CMS.
- Managed and created content for all social media channels, consistently monitoring performance.
- Collaborated with diverse University stakeholders to ensure cohesive messaging across platforms.
- Led user-generated content projects to showcase community impact and amplify key messages.

English Editor & Localization Specialist @ Whaleapp — Tel Aviv, Israel

May 2020 - Aug 2021

- Executed edits and translations (RU>ENG) at a high volume, ensuring all deliverables met quality standards.
- Led a distributed team of writers, ensuring consistent knowledge transfer and linguistic standards across teams.
- Generated copy in English for app stores and game launches.

Junior Content Writer @ Bookaway — Tel Aviv, Israel

June 2019 - April 2020

- Produced a large-scale content knowledge base spanning hundreds of routes, improving customer experiences.
- Collaborated with influencers to produce user-generated content based on niche social media trends.
- Supported strategic content planning to align with organizational objectives and enhance growth opportunities.

Education

M.A. in the Policy and Theory of the Arts at Bezalel Academy of Arts and Design, Israel, 2020 to 2024

B.A. in Communications at Reichman University, Israel, 2017 to 2020

Skills

- Content Strategy, Content Writing and Editing, Proofreading, SEO, Campaign Management, Trend Analysis
- Social Media Management, Google Search Console, Ahrefs, Semrush, Tableau, SurveyMonkey, HotJar, Dynamic Yield
- Monday.com, Jira and Confluence, Notion, CMS (WordPress.com, Drupal, Contentful), Figma, Canva
- genAI, ChatGPT (GPT Creation), Prompt Engineering, Perplexity.ai, Claude.ai, Midjourney, Runway
- Project Management, Strong Interpersonal Skills, Proactive, Highly Collaborative and Creative, Empathetic
- Languages: English, Native | Russian, Native | Hebrew, Fluent