

yael chen zion



Content & Creative Strategist — brand voice, content systems, and AI-powered scale

yaelchenzion@gmail.com
linkedin.com/in/yaelchenzion
www.yaelchenzion.com
San Francisco Bay Area

EXPERIENCE

Lead Copywriter · Resident Home

January 2025 – Present

- Trained AI models (Claude, ChatGPT) to produce on-brand, SEO/GEO/AEO-optimized copy, increasing team productivity by up to 85%; developing an internal plug-in tool to extend these models across team pipelines without disrupting existing workflows
- Built brand voice infrastructure from scratch for four DTC sleep brands (Nectar, DreamCloud, Awara, Siena) — creating detailed voice guides, AI-powered writing tools, and approval workflows that established org-wide consistency where none previously existed
- Writes and owns on-site copy across the full customer journey — PDPs, PLPs, UX flows, landing pages, and marketing assets — collaborating closely with Product and Design teams and applying SEO insights in partnership with the SEO team to drive discoverability and conversion
- Became the recognized authority on brand and copy standards across the org; regularly consulted by CRM, Paid Ads, Customer Success, Customer Insights, Product, Design, UX, and Labs teams
- Translates complex product features into clear, compelling, and natural language across product pages, UX flows, and campaign copy; serves as the approval point for all on-site copy including UX, blog, and product pages
- Automated a CS knowledge base pipeline in Notion, ingesting product guide PDFs and generating structured internal and external pages for both Intercom (AI chatbot) and CS agents — replacing scattered, unscannable documentation with a centralized, multi-tool-compatible system
- Took full ownership of blog operations after the SEO manager's departure — absorbing all responsibilities while building new templates, an image-generation pipeline with brand-specific color palettes, and a structured weekly workflow with the incoming SEO manager; scaled output from ~4 posts/month to a target of 1–2 posts/day
- Expanded Figma capabilities independently to reduce Design team workload; collaborated on a full product guide overhaul, creating decks for both internal and external audiences
- Built a cross-functional feedback loop with Customer Insights to ground content strategy in real customer behavior
- Applies data-driven rigor to A/B testing across landing pages, product pages, and paid/social ads

Head of Content, US · Mayven

October 2023 – December 2024

- Created brand voice and tonal identity from scratch for the newly launched US branch of a global wellness brand, driving a 16% increase in conversions MoM
- Owned all website copy — product descriptions, SOPUs, navigational elements — increasing retention and reducing churn by 20% since launch
- Iterated web copy alongside informational email flows to shorten time-to-purchase by 10%
- Managed a global team of content creators and external agencies, ensuring quality and consistency across channels
- Developed brand storytelling across Meta, Google Ads, video, email, and social channels; A/B testing approach led to \$100K+ in revenue in the final two months of 2024 alone

Freelance Features Writer · Collider

June 2023 – October 2023

- Wrote 19+ long-form articles on television and film, reaching company-wide leaderboards with 250K+ views
- Adhered to brand voice, style guidelines, and SEO best practices throughout

Founder & Owner · Daydreamers

June 2022 – October 2023

- Founded and managed an international art print business — originated concept, developed techniques, and executed original gouache paintings
- Built a cohesive visual and copy brand identity from scratch; 30% increase in conversions QoQ through continuous copy testing
- Managed a comprehensive content calendar leading to 20% increase in organic growth MoM

SKILLS

AI & Automation	Claude, ChatGPT, Gemini, Gumloop, Profound, Notion AI, Intercom — prompt engineering, agent building, workflow automation
SEO / Analytics	SEO, GEO, AEO, Quantum Metrics, Looker, BigQuery, Semrush
Design & Content	Figma, Adobe Suite, Canva, G Suite, Contentful, Brandfolder
Marketing Platforms	Shopify, Klaviyo, Gorgias, Monday, Asana, Slack
Social & Ads	Meta Ads Manager, Instagram, Twitter/X, Facebook, TikTok, LinkedIn

EDUCATION

 Parsons the New School for Design	New York, NY
BFA Fashion Design (with minor in Fine Art)	