

Yael Palmon

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yaelpalmon.wixsite.com/writer

Writer, editor, designer, and artist, who loves storytelling in every medium. Passionate about brand voice development and action-driving copy, with a strong track record in strategic thinking, research, and creative collaboration. Looking for a role at a dynamic and innovative company.

experience

Head of Content, US

Mayven / October 2023 - Present

- Responsible for creating unique brand voice and tonal identity for the newly launched US branch of an established Israeli supplement brand.
- Implements brand voice across various growth channels (website, emails, paid and organic social, etc.), ensuring consistency and optimal impact.
- Distills complex ideas into engaging, accessible, and inviting information.
- Has written 100+ marketing materials, such as UGC scripts, social advertisements, and company-branded materials.
- Manages global team of 15+ content freelancers, creating social media campaigns that align with our brand and marketing goals.
- Collaborates with other creative and technical teams on conceptual development, ideation, and execution across key marketing briefs.

Freelance Features Writer

Collider / June 2023 - October 2023

- Wrote 19+ engaging and informative articles about television and film, adhering to brand voice and style guidelines.
- Conducted thorough research to gather relevant information from credible sources.
- Edited and proofread content for grammar, spelling, and punctuation errors, ensuring clarity and consistency.

Owner, Manager

Daydreamers / June 2022 - October 2023

- Launched a small business, focused on selling art prints.
- Originated concept, developed techniques, and executed gouache paintings.
- Created a cohesive visual and copy brand identity.
- Stocked prints in 5 storefronts within the first two months of business.
- Wrote unique copy in accordance with said brand identity – for web, social, and other marketing purposes.
- Managed social media presence, creating consistent stories, feeds, and reels.

Content Manager

HAIA / October 2020 - June 2022

- Managed and owned all marketing communications (emails, paid and organic social, website).
- Identified and implemented brand voice across all channels.

skills

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| • Figma, Adobe Suite, Canva, Gsuite | • SEO, Performance Marketing |
| • Social: Ads Manager, Instagram, Twitter, Facebook, TikTok, LinkedIn | • Monday, Asana, Shopify, Klaviyo, Gorgias |

education

Parsons the New School of Design

New York, NY

Two years studying towards a BFA in Fashion Design, with a minor in Fine Art