

Hi, I'm Zo Hodkin!

I've built and scaled award-winning multi-platform content programs for companies in AI, HR tech, UX, and alternative energy. I make complicated things simple and boring things not boring.

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Experience

Founder and Principal Content Strategist

Small Fruits LLC / January 2025 - present / Remote, Philadelphia, PA

We build content programs that scale. Clients include Portland General Electric, Great River Health Network, Committee of 70, and a few names we can't drop publicly (yet).

Services include creating and leading multi-platform editorial strategies; writing and editing blog posts and email campaigns; conducting team trainings; designing and delivering analytics reports; hiring and managing freelancers; and implementing AI tools.

Content Strategy Lead

Aurora Solar / February 2023 - January 2025 / Remote

At Aurora Solar, a climate tech company, I built and scaled the company's UX writing practice.

As Aurora Solar's content leader, my accomplishments include:

- Producing and socializing a multi-product voice and tone guide
- Writing and editing holistic product-centric content, including in-product content, support articles, and in-app messaging
- Managing multi-platform distribution campaigns (print media, emails, Help Center content, blog posts)
- Designing information architecture, content, and UX flows
- Publishing and implementing a style guide that was adopted company-wide
- Running information architecture and writing workshops for designers, product managers, and customer success managers

Content Lead

Knapsack / February 2021 - June 2022 / Remote

At Knapsack, an early-stage startup, I developed a comprehensive, multi-platform content strategy including a podcast, webinars, blog posts, reports, email campaigns, and UX writing.

As the company's first marketing hire, my accomplishments include:

- Growing the company blog from zero posts to thousands of readers
- Developing brand guidelines for marketing and product and enforcing them across all channels, including marketing copy, UX writing, and the Help Center

- Releasing quarterly white papers with **over 70% growth between releases**
- Sending bi-monthly emails to 3k+ recipients with a nearly **35% average open rate**
- Producing over **20 podcast episodes** and **growing audience by over 50%**
- **Growing social channels by over 1000%** within 12 months
- Developing Knapsack's first-ever style guide and product glossary

Senior Content Writer and Editor

HiBob / February 2020 - February 2021 / Remote

As HiBob's only writer for most of my tenure, I was responsible for writing needs across the entire company, including content marketing, HR, and product.

As the company's go-to writer, my achievements include:

- **Growing blog readership by over 1500% within six months**, from 1,000 readers per month to over 15,000. Within a year, we reached nearly 30,000 readers
- Hiring and managing a staff of skilled subject matter experts who wrote blog posts, original research, and white papers
- Producing all marketing copy, including web copy, pop-ups, emails, and video scripts
- **Increasing email open rates by 15%**
- Building and implementing multiple integrated campaigns, including webinars, blog posts, white papers, social posts, and email campaigns
- Moving 15 blog posts from the archive to the top search result on Google
- Partnering with product managers and designers to write all product copy

Managing Editor, Inside Design

InVision / August 2018 - February 2020 / Remote

The InVision blog was an industry-renowned design publication with over three million subscribers. As Managing Editor, I sourced posts, coached writers, and collaborated with internal stakeholders to develop a business-forward content strategy.

As Managing Editor, my accomplishments include:

- **Achieving 85% growth** in readership quarter over quarter, from 300,000 monthly readers to over 1,000,000
- Regular posting cadence of 3-5 posts/week, all of which I sourced, edited, and uploaded
- Managing a staff of over 20 freelance writers
- Writing weekly emails sent to over three million people
- **Increasing weekly email open rates by over 10%** and conducting AB tests on a **multi-million-person distribution list**
- Maintaining an always-up-to-date editorial calendar, with posts scheduled 4-6 weeks out

3Cs: Content, copy, community

Freelance / October 2013 - July 2018 / Remote

Clients include Wix, Gong, Google.

BA, English Language and Literature / University of Maryland, 2011