

# SHAYNA HODKIN

Writer, editor, strategist

## ABOUT ME

Short: Language is my passion.

Long: It took me a long time to learn how to read, but once I started I couldn't stop. I've been working in content for 6+ years, and come prepared with a BA in creative writing. Compassionate candor is my guiding principle; I'd love to tell you more about what that means.

## CONTACT

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## **InVision, Managing Editor of Inside Design August 2018 - present**

Inside Design, InVision's company blog, is an industry-renowned design publication with over 2.3 million subscribers.

My responsibilities include:

- Working with the design community to find writers and post topics
- Writing social copy for posts
- Maintaining content calendar
- Editing all posts; working with post authors from pitch to publish
- Staging posts in WordPress backend
- Managing freelancers and contributors; pitching stories as needed
- Working with customers and internal stakeholders on adapting business stories to blog-friendly formats
- Publishing email digest on a weekly basis
- Maintaining—and exceeding—traffic goals on blog and digest
- Working with SEO team on developing and optimizing posts

Achievements:

- 80% traffic growth YoY
- 22% email traffic increases QoQ
- Reduced email unsubscribe rate by 12% QoQ

## **RapidUI, Director of Content, Copy, Community October 2017 - July 2018**

Mission: radically change web design and front-end development. As the company's only English speaker and writer, I was tasked with building everything word-focused from the ground up, including content strategy, brand identity, and support scripts.

Let's break it down:

- Product, email, web copy (including UX writing)
- Blog posts
- Investor decks
- Social media
- Brand identity (language)
- Company personas

Achievements:

- Grew email distribution from 0 to 1200 in six months
- Wrote decks and emails that secured \$1 million in funding

Read more about my past lives on the next page

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## SKILLS

- Fluent Hebrew, basic HTML
- Product copy/UX writing superstar
- All-star WordPress abilities
- Master of MailChimp and Sprout
- Early advocate for Pitch (trust me)
- On a first-name basis with Photoshop, learning Sketch

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## The nuSchool, Head of Content and Community

**December 2015 - October 2017**

I was in charge of all things content, copy, and community for our community of 30K+ creative freelancers, primarily designers. Our goal was to help freelancers work like creatives and earn like executives via eBooks, online courses, blog posts, and online/offline events.

Achievements:

- Our blog was named one of the top design blogs of 2016 by Forbes and The Next Web
- Wrote copy for Marketing for Designers course, including scripts, blog posts, and emails
- Launched email campaigns that brought in thousands of dollars in sales
- Managed holiday campaigns on social and email

## Shayna, the freelance creative.

**October 2013 - October 2017**

As a freelancer, I worked with tech companies on copy, content, and creative direction.

This included:

- Product copy, content strategy, and UX writing/microcopy. Clients included UniqUI, Gong.io, Duda, DesignMatcher, Screenovate, and Ulike.
- Hundreds of blog posts about design, marketing, freelance culture, nonprofits, and many, many more topics.
- Blog post translation, mostly on UX writing/microcopy, mostly for Kinneret Yifrach.
- Web copy for companies like Wix, Wisdo, Storsoft, Findodo, Realeaf, DesignMatcher, Ethoos, Roy Povarchik, and more.
- Email copy, community management, investor decks, voiceover scripts (and often the voiceovers themselves), product brainstorming/strategizing, and other interesting, exciting, money-making opportunities.

In addition to all of this, I frequently gave talks around Israel on marketing and branding for creative communities. The most popular of these is a designer-focused branding presentation called "The Story of the Best Designer in the World."

Throughout this period I taught courses on community management and navigating the tech world as a job-seeker at Elevation Academy, a Tel Aviv-based bootcamp for tech and startup skills.