

# Eyal Britstein

Writer and content marketer passionate about creating content that fosters communities by entertaining, educating, and engaging

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## EXPERIENCE

### **Freelance** – Content Marketer

*November 2023 – Present*

- Write website content, blog posts, social media copy, and newsletters
- Front-end website setup and search engine optimization
- Social media consulting, auditing, strategy, and content creation

### **Nantucket Island Marketing** – Marketing Strategist (Freelance)

*October 2023 – November 2023*

- Planned social media, blog, and email content for several clients simultaneously
- Designed graphics, shot and edited Reels, and scheduled content using various content management tools
- Conducted routine community engagement, providing customer service, sparking conversations, and building relationships
- Analyzed performance data and developed detailed periodic reports, providing key insights and recommendations for strategic adjustments

### **rbb Communications** – Content Supervisor

*May 2020 – August 2023*

- Developed social media content strategies for B2B, B2C, and Nonprofit clients in various industries, defining goals, setting KPIs, and establishing content workflows
- Led a team of content creators, offering strategic oversight and assisting with problem-solving, prioritizing and implementing fresh ideas into the content mix
- Drove industry learnings and utilized creative thinking to implement new trends and tactics into clients' content
- Reviewed, edited, and optimized content with attention to detail, ensuring it is aligned with clients' brand guidelines, resonates with clients' diverse audiences, and follows platform best practices
- Conducted account audits, competitor analyses, crisis monitoring, and social listening projects to inform content strategy and win new clients
- Monitored social and web analytics to finetune strategies, improving content performance and increasing client satisfaction

### **COVID Chronicles Blog** – Personal Project

*March 2020 – May 2020*

- Created a four-part humoristic blog series about the COVID-19 pandemic, published on "Flying with Air."

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## PORTFOLIO

[www.eyalbritstein.com](http://www.eyalbritstein.com)

## SKILLS

Copywriting  
Editing  
Research  
Strategy  
SEO  
Paid Campaigns  
Design  
Video Editing

## SPECIALTIES

Blog Content  
Website Content and Front-end Design  
Social Media  
Email Copy  
Ad Copy

## TECH

Microsoft Office Suite  
Google Suit  
Wordpress  
Wix  
Shopify  
Sprout Social  
Hootsuite  
Brandwatch  
Sprinklr  
Google Analytics  
Infegy  
Canva  
Wave.video

## EDUCATION

### **University of Florida**

BA Business Administration

*Minors in Mass Communications and Entrepreneurship*

## EXPERIENCE CONTINUED

### **pr.business** – Social Media Coordinator

*November 2019 – March 2020*

- Created monthly social media content for 300+ small-business clients
- Built or optimized clients' social media pages
- Collected brand information to build creative brand guidelines for new clients

### **Repaint the Wall** – Brand Development Intern

*September 2018 – May 2019*

- Wrote, between two to four monthly blog posts for the agency's largest client achieving an average read ratio of over 50%
- Managed clients' email marketing efforts, writing four promotional emails per month and generating approximately \$15,000 in revenue every semester
- Participated in planning and running in-person events, generating value for customers and inspiring traffic to client's web pages and stores

### **Grand Café Hollywood** – Server and Barista

*November 2015 – Dec 2016*

- Seated customers and greeted tables, describing specials and recommending popular menu items
- Assisted in crafting quality espresso beverages and smoothies, following precise recipes and order details
- Received guests' food orders and processed them into the computer with attention to modifications
- Insured prepared food matched orders and served to customers in a timely manner
- Provided customer service throughout, with the utmost respect and professionalism
- Maintained a clean environment between guest seatings and at the end of every shift
- Took to-go orders by phone and prepared them for pick up, making sure every order meets customers requests and restaurant standards
- Trained and assisted new servers

### **Moishe House Cambridge, MA** – Volunteer Board Member

*August 2023 – Present*

- Planning events and fostering communal activities for young professionals

### **We Are One South Florida** – Volunteer

*March 2020*

- Volunteered to deliver meals to seniors' homes during the pandemic

### **Miami Dade College** – Volunteer

*February 2015*

- Volunteered to provide meals to the homeless for Valentine's Day