

## YOEL KANDELSHEIN

10 Engel St., Tel Aviv, Israel

0528373990

[joelkndl@gmail.com](mailto:joelkndl@gmail.com)

I am an experienced translator, editor and content writer - both online and offline; I have experience as a project manager (localization) and working for various organizations with different structures and needs. My greatest assets are creativity, meticulousness and interpersonal skills. I am a fast learner, independent and tech savvy.

### PROFESSIONAL EXPERIENCE:

#### S. Horowitz & Co. Legal Firm

Marketing Communications Team Leader, September 2019 - April 2020

- Revamping the marketing communications department, updating the use of digital tools (mailing, social media, website, documentation) for outgoing and internal communications
- Overseeing the firm's international rankings, both on the firm level and for individual attorneys (all conducted in English)
- Creating and overseeing prominent partners' digital assets on social media and professional legal portals
- Reviewing and editing professional publications and blogs by partners for international legal websites
- Operating the English version of the firm's website via Wordpress

#### ATREO Creative

Marketing Communications Planner (content manager & project manager), December 2017-January 2019

- Leading and supervising content creation for some of the tech industry's biggest names (B2B only), from the strategy phase through creative planning and final execution
- Creating and maintaining brand personality, tone and style and marketing value to deliver superb content for websites, printed promotions, technical materials, and any demand made by the client
- Serving as the focal point between the various departments in the organization, working closely with senior management (both in house and client-side). The position requires both deep technical understanding of the client's products and ecosystem.

- Assuming full responsibility over client accounts: client profiles included project-based full repositioning website launches on tight deadlines, as well as retainer clients requiring continuous handling
- Among the clients handled: Claroty.com, Kennasecurity.com, Gong.io, Illusivenetworks.com, Radware.com, Optimalplus.com and Anodot.com

### Decathlon Israel Ltd

Content and Localization Leader (project manager), April 2017 – October 2017

- Overseeing and leading the translation and localization of all company content pieces for the Israeli market; online and offline.
- Coordinating the delivery of projects with overseas personnel, local management and vendors
- Working with various in-house software and tools
- Maintaining content standards to comply with IIS and conform to the global company concept
- Engaging in management-level decisions regarding budget, concept and workflow

### Forbes Magazine Israel

Senior editor, translator and writer 2016 – 2017

- Writing magazine pieces in both Hebrew and English, focusing on tech, innovation and business
- Operating the Magazine's Wordpress blog and website
- Editing and translating content from external sources
- Producing marketing content for the magazine's advertisers
- Hosting and producing the '30 under 30' Israeli project

### Cast Plus

Content UX/UI writer; 2015-2016

- Content writer, UX/UI writer and Social media manager for Cast Plus, a podcast publishing and advertising startup

### Freelance Content Writer, Editor And Translator; 2014 - Present day

- Self employed as a freelance writer, translator and editor. Among my clients: Maccabi Health Services, S.Horowitz & Co. legal firm, the IFCJ NPO, Pe'le publishing, Streamline Dynamic Simulation, Pareto Group and various private businesses, web blogs and Phd students.

## **EDUCATION**

Tel Aviv University; Bachelor degree, double major in English Literature and History

Tel Aviv University; MA, Linguistics (thesis) 2020-present, currently studying

ACC Copywriting School

## **ADDITIONAL SKILLS**

Microsoft Office suite, Wordpress, Social Media.

CAT Tools proficiency: SDL Trados Studio 2019, Star, Lingotech and other platforms.

Bilingual in Hebrew and English; good French reading and writing skills.