

Ariela Rashty

Technical Writer and Documentation



EDUCATION

BACHELOR OF SCIENCE WITH
HIGHEST HONORS

Madonna University USA
2009-2012

Courses

Technical Writing
UX and Microcopy
HTML5 and CSS3
Copywriting & SEO
Markdown
UX Design

SKILLS

Empathy
Technical Writing
B2B SaaS
SEO Copywriting
Technical Documentation
Cross-Team Collaboration
Roadmap Expert
Figma
Self - taught
Content Strategy
Audience Research

LANGUAGES

Native English

CONTACT

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PROFILE

Passionate technical writer specializing in writing technical documentation for B2B SaaS, with over 6 years experience in the global tech world authoring Technical, UX, and SEO copy. Uses full stack writer skills to focus content strategy and creation around user empathy and holistically views content from all angles, able to look any place where content is made, and improve user experience and satisfaction.

EXPERIENCE

2021-2022

TECTONA - 1 yr 6 mos

PRODCUT MANAGER (11 mos)

- Optimized UX microcopy on subscription purchase page increasing new conversions by 30%
- Strategized UX writing to update old SaaS site, creating a smoother and engaging experience for users
- Owned the roadmap, set clear product goals and aligned cross-team with grand vision increasing motivation and productivity
- Developed holistic product plan using best practices that significantly improved user experience
- Prioritized bug backlog implementing agile methodologies reducing refund rate by 50%
- Onboarded all cross-functional team members onto Monday.com improving organization and productivity

Marketing Coordinator and Copywriter (8 mos)

- Created SEO targeted email copy for marketing campaigns driving 3.5x more conversions using Ahrefs and Active Campaign
- Generated graphic design for email campaigns increasing lead conversions using FIGMA, SendinBlue, FreePic and ShutterStock
- Increased lead conversions with SEO copywriting of product descriptions and specifications for SaaS website and landing pages
- Optimized affiliate revenue by identifying qualified traffic and affiliate quality using ShareASale

2021-2022

WHITESMOKE - 3 yr 4 mos

IT AND CUSTOMER SUCCESS MANAGER (2 yrs 7 mos)

- Created content for Helpdesk training course including videos presentations and graphics, reducing training period by 30 hours using QuickTime, YouTube, Figma, Google Suite and Microsoft Suite
- Authored, edited and proofread technical writing for knowledge base articles and troubleshooting guides, decreasing overall noise in helpdesk
- Developed technical writing copy for companion installation emails increasing clarity for new conversions and decreasing support tickets
- Increased cross-sell and upsell revenue with targeted email copy that encouraged existing customers to upgrade and purchase new products
- Increased API adoption by cross team collaboration to research and analyze customer needs and provide customized API

EXECUTIVE ACCOUNT MANAGER AND IT SUPPORT AGENT (11 mos)

- Used HTML to create auto text scripts, automating support and sales team workflow and increasing efficiency
- Customized domain API in Liveperson, developing targeted canned response content that reflected brand voice and increased sales
- Introduced customized template content that streamlined communication with customers