Ronny Shani

Word & Code

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Profile

A lifelong student with a rich multidisciplinary background, from content creation to web design and development.
I have experience with versatile writing styles and interests—from DevOps to art, and I'm passionate about the web's transformative power.

Skills

HTML, CSS, JavaScript, PHP, Nunjucks, Liquid, SQL, Node

WordPress, WooCommerce, Shopify, GitHub, Confluence, Contentful, Webflow, Docker

Languages

English (proficient)

Hebrew (native)

German (A2/B1)

Professional Experience

Recent / Project A

Writing long-form articles, OpEds, case studies, tutorials, copy, and marketing content for Project A and its portfolio companies.

Developing and implementing a thought leadership and knowledge-sharing-driven content strategy.

Creating an in-house style guide & co-authoring the firm's tone of voice.

Collaborating with various stakeholders and teams to optimize and streamline employer branding and other corporate messaging.

Editing, consulting, and coaching content creators.

Launching a cross-functional project to create a company-wide Analytics Hub that facilitates a data-driven editorial process.

Building *Insights*, a WordPress-based company blog. My work included research and planning, technical setup, content migration, maintenance, and training. I designed and developed custom themes, templates, and blocks, focusing on accessibility, performance, and SEO.

Earlier

» **Journalism & Writing**: Served as Associate and Managing Editor of several publications. My work was featured in daily newspapers and printed and online magazines.

Yedioth Group (Daily newspaper & online platforms)
· Writer, columnist: Covered tech, travel, design, and culture.
· Managing Editor, VOD: Coordinated teams and partnerships; produced content.
· Trained in-house bloggers.

Nana10 (online publication)
Managing Editor, tech section: Led a team of freelancers and in-house reporters; developed and implemented an editorial strategy; responsible for the day-to-day management and business activities.

Kela Research and Strategy
Editor, translator: Responsible for editing and fact-checking due diligence and cyber security reports, manuals, and marketing content.

» **Editing & Translation**: An accomplished editor and professional translator proficient in various subjects, fluent in Hebrew and English, and translating from German into both languages.
Selected Clients: Adidas, American Airlines, Ford, Visa, Amex, Petach Tikvah Museum of Art, Tel Aviv-Yafo Municipality, The Internet Israel Association (ISOC-IL), Lonely Planet Israel, Ananey Communications.

» **Web Making:** Highly skilled web developer and designer specializing in planning, designing, developing, and maintaining WordPress websites. My services include SEO and performance optimization, training, documentation, and support for diverse projects: From one-pagers and landing pages to large-scale magazines and e-commerce. Advocating for best practices and standards, I focus on semantic, accessible, responsive, and sustainable websites.