

Gabrielle Sarah Shuster

Experienced creative content professional with a demonstrated history of working in the publishing industry. Analytical background in political science: Wisconsin native currently based in Tel Aviv, Israel.

EXPERIENCE

Gluon Content

Head of Content, 2022-2023

- Established and grew brand new content department for incubating startup within Adler-Chomski
- Created content strategy and implemented best practices for ad team
- Established AI protocols and generated 6 websites from scratch at a quality greatly exceeding industry standards
- Established internship program for the company and trained new employees
- Created, edited, and published viral pop culture content to create a profitable library of work

Kueez

Content Writer, 2021-2022

- Created buzzworthy and viral content based on trends — visually and verbally — read by millions worldwide each month
- Produced an average of 15,000 original words a week
- Main in-house writer for #2 rated fastest growing company in Israel by Globes for 2022

Brulée Publishing

Head Content Writer, 2019-2021

- Wrote and edited pop culture content for distribution across major platforms on the web
- Worked with backend team optimizing content to drive traffic, edited web + mobile ads for grammar, precision, and style

Feature Forward

Head Writer / Editor for Special Project, 2019

- Responsible for all writing, editing, photo work for pop-financial concept site: Thepopfin.com
- Curated original topics and designed all homepage content on Wordpress
- Recruited and managed freelancers for translation work at the company at a dramatically reduced rate
- Managed site layouts on Wordpress, changing theme settings and visual presentation

Yoel Geva

English teacher for Israeli professionals, 2018-2019

- Language instruction for adults at basic, intermediate, and advanced levels in individual sessions
- Main teacher in experimental on-the-go learning division

The Jerusalem Post, Didactic Instruction Center

Instructor: 2015-2016

- High-level English education for Israeli clients via telephone, utilizing current events, business, and politics as topics for instruction
- Consistently rated among top teachers on staff based on client feedback from 1,000+ lessons

Bachelor's Degree: University of Wisconsin-Milwaukee, 2011
Major: Political Science
Minors: Economics, Jewish Cultural Studies