

SHARON SOLOMON

HEAD OF CONTENT & GROWTH EXPERT

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BACKGROUND

Native English speaker. I specialize in defining, reaching, and engaging target audiences for inbound & outbound lead generation. Experienced in creating blogs, whitepapers, social media management, PR, and content distribution. Can work with content budgets and manage teams, both in-house and freelancers.

EXPERIENCE

2019-Now: Head of Content (As a Service) at [Reflectiz](#), [Frontegg](#), and [DBmaestro](#)
Managing the company blog (w/Editorial calendar). SEO. Social Media (Facebook, Twitter, LinkedIn). New webpages. Press releases. Outbound email campaigns. LPs. Sales one-pagers, battle cards, and datasheets.

2018-2019: Content Manager at [Namogoo](#), Ra'anana
Managing the company blog (w/Editorial calendar). Inbound lead generation - PR, eBooks, whitepapers, datasheets, and more. Outbound email campaigns. Social Media (Facebook, Twitter, LinkedIn) management.

2016-2018: Head of Content at [Playtech](#), TLV (www.markets.com)
Managing in-house and freelance writers and designers (with annual content budgets). Planning and executing campaigns - landing pages, banners, mailers. Managing social media. High level presentations and brochures.

2013-2016: Content Manager at [Checkmarx](#), TLV
Managing the company blog and editorial calendar. Creating website content with SEO optimization. Online marketing tasks (press releases, landing pages, etc.) and campaigns (landing pages, banners, mailers, etc.).

2007-2012: Editor, Translator and Technical Writer at [MILA](#), Herzliya.
The job involved acting as the chief editor of the business, which was basically a "content house" that consisted of many writers and contributors. I ran various projects under tight deadlines.

2005-2007: Journalist for [The Jerusalem Post](#), Jerusalem
I was a sports reporter for the daily edition and also contributed unique posts for the website. The job included reporting, interviewing and creating new opportunities for the newspaper.

SKILLS

Marketing Automation Tools - Marketo, HubSpot, Salesforce, Pardot

Social Media Platforms - Facebook, LinkedIn, Twitter, Stack Overflow, Quora, Instagram

Web Programming - Good with WordPress and Drupal. Basic HTML knowledge

Other Skills - Copywriting, Marcom, Technical Writing, Transcriptions, Translations

Army Service - F-16 Electronics Technician at a Classified IAF Airbase