

Yael Palmon

A writer, editor, artist, and designer based in Tel Aviv

Passionate, creative, and hardworking, I strive to consistently learn and grow in every position I am in. I'm incredibly self-motivated, a quick learner, and a team player.

Tel Aviv, IL 050-3250555 yaelpalmon@gmail.com

experience

Collider, Remote — *Freelance Features Writer*
JUNE 2023 - PRESENT

- Writes engaging and informative content about topical TV and Movies, adhering to brand voice and style guidelines.
- Conducts thorough research to gather accurate and interesting information ensuring high-quality and credible sources.
- Edits and proofreads content for grammar, spelling, and punctuation errors, ensuring clarity and consistency.
- Reports to various Editors, incorporating feedback and revisions efficiently.

Cortex, Tel Aviv, IL — *Freelance Content Writer*
APRIL 2023 - JUNE 2023

- Wrote articles that delved into a wide array of subjects, with a primary focus on popular culture
- Conducted comprehensive research to find accurate and interesting information for each article
- Paired each piece of information with appropriate imagery to enhance the overall impact of the article
- Successfully worked with tight deadlines

Daydreamers, Tel Aviv, IL — *Owner, Manager*
JUNE 2022 - PRESENT

- Started a small business focused on art prints
- Created a detailed and cohesive branding
- Created unique copy in accordance with brand identity
- Managed social media presence, with a detailed calendar and consistent posting both through stories, feeds, and reels

Freelance Copy Editor Tel Aviv, IL — *Copy Editor*
JUNE 2016- PRESENT

- Created individualized copy for multiple companies using a clear brand voice
- Edited English copy for multiple companies
- Translated text successfully and eloquently from Hebrew to English

HAIA Studio, Tel Aviv, IL — *Content Manager / Design Assistant*
SEPTEMBER 2020 - JUNE 2022

- Managed social media presence on Instagram and Facebook, including both feed and story content
- Created engaging bi-weekly newsletters with a unique and consistent voice
- Organized and managed photoshoots, from concept to execution

education

Parsons the New School for Design, New York, NY —
Fashion Design & Fine Art
AUGUST 2013 - DECEMBER 2015

Two years studying towards a BFA in Fashion Design, with a minor in Fine Art

skills

Microsoft Word, Microsoft PowerPoint, Microsoft Excel

Hootsuite, SEO, CMS

Instagram, Twitter, Facebook, LinkedIn

Canva, Procreate, Ads Manager, Planoly

Adobe Photoshop, Adobe Illustrator, Adobe InDesign

languages

Hebrew – Native Speaking
English – Native Speaking

service

Tzofim Shnat Sherut,
Jerusalem, IL— *Re'im Tzabar*
AUGUST 2012- AUGUST 2013

- Spent a service year volunteering in an underprivileged community
- Fundraised for and organized a two-week long summer camp
- Created weekly programs for campers in the Israeli Scouts
- Mentored and tutored at-risk students at two elementary schools
- Mentored youth at a coffeshop for at-risk teens