Nathalie Cohen Sheffer

Bilingual Content Writer & Storyteller | Journalism, Advocacy & Mission-Driven Communications

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Bilingual English-Hebrew content writer, journalist, storyteller and marketing communications specialist with 14+ years of experience across journalism, nonprofits, advocacy, B2B tech, consumer brands and digital media. Strong at turning complex, sensitive or information-heavy material into clear, human and persuasive narratives for Israeli, American and international audiences - including donor-facing content, event messaging, interviews, articles, social content, newsletters, landing pages, and executive/brand storytelling.

PROFILE FOR OUTREACH

What I bring

- English and Hebrew storytelling for Israeli, American and international audiences
- Journalistic instincts: interviews, research, angles, narrative structure and fast deadlines
- Mission-driven writing: events, newsletters, donor-facing materials, testimonies and sensitive stories
- Ability to translate complex ideas into clear, accessible content across channels

Content formats & tools

- Website copy, landing pages, social, newsletters, articles, scripts, one-pagers and presentations
- Content strategy, editing, translation, localization, UX writing, SEO/ASO and campaign messaging
- AI-assisted content workflows: Claude, Codex, Gemini, Canva, Git/CLI workflows and Vercel
- Collaboration with marketing, product, design, legal, leadership and subject-matter experts

SELECTED EXPERIENCE

Freelance Bilingual Content & Marketing Writer | *2019 - Present*

- Selected freelance and project-based work with nonprofits, international organizations, tech companies, lifestyle brands, agencies and media bodies, including content strategy, writing, editing, translation, interviews, UX, social content, campaigns and brand messaging.
- **Shalem Fund / Unbroken:** Full Hebrew and English content package for an international poker tournament supporting IDF widows and orphans, including website copy, social content, landing pages, marketing materials, key messages and event-space content.
- **JNF-USA:** English articles for American and international audiences based on research and interviews; work featured in **The Jerusalem Post**, **The Times of Israel** and additional publications.
- **SABON:** Hebrew and English brand content across newsletters, campaigns, SMS, social, blogs, translations and marketing materials, in collaboration with marketing, design and brand teams.
- **SysAid:** Product marketing and executive-facing content including emails, presentations, website pages, scripts, community posts and landing pages; clear English messaging for complex product features in collaboration with product, marketing and legal teams.
- **Yehoshua TBWA:** Marketing materials, campaign copy, translations, decks, videos and commercial copy for brands including **Toyota**, **LG** and **McDonald's**, often under tight deadlines and shifting briefs.
- **Biogal:** Scientific/veterinary articles, web pages and social content in Hebrew and English, created in close collaboration with marketing and medical leadership.
- **Cellosite:** Marketing content, blogs and App Store / ASO descriptions in Hebrew and English, tailored to SEO requirements, briefs and specific audiences.
- **Wix:** English top-of-funnel marketing articles for global small-business audiences on branding, marketing and business growth.

EARLIER IN-HOUSE AND EDITORIAL ROLES

Viber | *English Content Writer & Social Media Coordinator | 2017 - 2019*

- Wrote 2-3 English blog articles per week, coordinated social content for Facebook, LinkedIn and Twitter, supported PR, localization and UX copy, and used Google Analytics insights to adapt content for international audiences.

Ranky | *English Content Marketer & Point of Contact | 2016 - 2017*

- Wrote startup-focused articles, thought leadership and SEO content published in outlets such as Entrepreneur, Marketo, Crazy Egg, ProBlogger and Smarta; managed freelance writers, deadlines and editorial quality.

Wix ADI | *English Content Writer | 2016*

- Wrote and edited content for Wix's Artificial Design Intelligence product, coordinating with design, development and QA teams to create content for thousands of business types.

Mako / Saloona / Onlife | *Hebrew Main Content Writer & Journalist | 2013 - 2016*

- Produced high-volume Hebrew editorial content, including interviews, research, opinion pieces and lifestyle, society, women, family, fashion and travel articles; regularly wrote 4-5 pieces per day under tight editorial deadlines.

ADDITIONAL CREATIVE EXPERIENCE

Crazy Labs | *Narrative & Script Writer* | *2019 - 2020*

- Wrote scripts, storylines and dialogue for mobile games while collaborating with game designers, marketing managers and brand teams.

Narration, Dubbing & Singing | *2007 - Present*

- Commercial and educational voice projects for **Ulman Media**, **BrainPOP Israel**, **VizuVizu**, **SysAid**, **Yehoshua TBWA** and others; experienced in script performance, tone adaptation and voice-led storytelling.

EDUCATION

MFA in Script Writing, Tel Aviv University | BA in English Literature and Interdisciplinary Art Studies, Tel Aviv University
Theater Script Writing Course with playwright Madelyn Kent | Full matriculation, The Jerusalem Academy of Music & Dance High School

LANGUAGES

Hebrew: Native | English: Native | French: Basic

NATIONAL SERVICE

Art Guide through Shlomit, Wolfson Hechal Shlomo Museum of Judaica | 2005 - 2006

Recommendations are available upon request.