

## ABOUT

- Proven content and team lead in the tech industry for 10+ years. Deep experience in content design, generative AI initiatives, and cloud product development.
  - Facility, expertise, and appetite for both short-term, high-impact and high-visibility projects as well as long-term strategic business investments.
  - Core community leader and contributor to product, discipline, and regional spaces.
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## EMPLOYMENT

**Google**, New York, NY, *Staff UX Writer, Google Cloud* August 2017 – present

- UX writing lead and manager for Google Cloud databases. Responsible for setting content strategy for clarity, consistency, and ease-of-use across the console experience for our 10 database products.
- Regularly partner and collaborate with senior leadership across Cloud product areas and cross-functional stakeholders in UX, Product Management, Engineering, and Product Marketing to create cohesive narratives around our product offerings and technological capabilities
- Provide leadership and guidance to broader Cloud UX and marketing teams on content strategy through initiatives such as consistent messaging practices and inclusive language reviews.
- Co-lead of Google-wide writing working group around generative AI: developed and delivered content design risk assessment principles and preliminary writing principles; regular collaborator with responsible AI programs including the Moral Imaginations tech ethics group.

**Freelance**, New York, NY, *Content Strategist* April 2016 – August 2017

- Provided content and marketing strategy for customers in various capacities: delivered website copy, information architecture, thought leadership essays, blog posts, email newsletters, press releases, white papers, product descriptions, scripts, print collateral.
- Select clients included *Orbital Insight*, a geospatial data analysis platform (acq. by Privateer); *TalkIQ*, an AI platform for call insights (acq. by Dialpad); *Text IQ*, an AI platform for document review (acq. by Relativity); *PandaPay*, a payment processing platform for charitable giving; *Upperline School of Code*, a summer coding program for New York high schoolers.

**Palantir Technologies**, Palo Alto, CA; New York, NY September 2013 – June 2016

- Communications Strategist, Wordsmith Team, Business Development
- Writer, Identity Team, Internal Development

**The Architecture of Privacy**, Palo Alto, CA, *Editor* November 2013 – August 2015

**The Brooklyn Quarterly**, remote, *Senior Editor* September 2012 – August 2017

**Duke Magazine**, Durham, NC, *Clay Felker Fellow and Staff Writer* September 2011 – August 2013

**The New Yorker**, New York, NY, *Book Bench Intern* January 2011 – May 2011

## EDUCATION

**New York University**, New York, NY May 2011

M.A. Religious Studies, Journalism *Goren Fellow in Global and Joint Program Studies*  
Thesis: “Life After Wandering: Bedouin Women at the Edge of the Desert”

**Ben-Gurion University**, Be'er Sheva, Israel Spring 2009

Overseas Student Program, M.A. work Middle Eastern Studies *Ginsberg Scholarship recipient*

**Qatar University**, Doha, Qatar

Fall 2008

Certificate: Arabic Program for Non-Native Speakers

*full scholarship*

**Duke University**, Durham, NC

May 2008

B.A. Religion - Distinction, Theater Studies - Highest Distinction

*Cum Laude, Phi Beta Kappa*

2008 Reynolds Price Award for Scriptwriting: *Abraham's Daughters*

## SKILLS

**Computer:** *Design:* Figma, Photoshop, Illustrator. *Office:* Mac & PC, MS Office, Google Workspace, FileMakerPro, EndNote, Salesforce, *CMS:* Drupal, WordPress, MoveableType, SquareSpace, Medium.

**Languages:** conversational French and Hebrew; elementary Arabic and Danish

**Other:** AP Style Guide, Chicago Manual of Style, photography, video, driver's license