

Rona Moriah

Email: rona.moriah@gmail.com

Cell: +1 (516)-637-5969

Residence: New York, NY

Portfolio: ronamoriah.com/copyportfolio

WORK EXPERIENCE

COPYWRITER

JEWISH NATIONAL FUND-USA

**2025-PRESENT
NEW YORK, NY**

- Established the organization's first in-house copywriting function, defining brand voice, messaging framework, and editorial standards that shape all marketing and communications initiatives.
- Partnering with executive leadership including creative director and designers to develop strategic, audience-focused messaging across integrated campaigns, including email, direct mail, website content, social media, event marketing, donor communications, press releases, and paid advertising, strengthening brand consistency and increasing audience engagement.
- Bringing creative concepts to life by ideating and executing compelling copy that translates complex organizational initiatives into clear, persuasive messaging tailored to diverse audiences and campaign objectives.

PODCAST WRITER (FREELANCE)

OPENDOR MEDIA

**2025-PRESENT
REMOTE**

- Conducting deep, detail-oriented research to develop accurate, compelling narratives for history podcast, translating complex topics into accessible scripts through rigorous sourcing and fact-checking collaboration.
- Producing and revising multiple script drafts based on editorial and production feedback, demonstrating strong communication, responsiveness, and adaptability throughout fast-paced production cycles.
- Writing engaging podcast scripts in a distinct host voice, delivering high quality storytelling under tight deadlines.

COLLEGE ADMISSIONS APPLICATION EVALUATOR

THE UNIVERSITY OF MIAMI

**2024-2025
REMOTE**

- Evaluated college applicant transcripts, standardized test scores, and place in class to assess students' fit in line with the values and standards of the university, sending applications and filling in data using Slate CRM.
- Supported office programs and projects, contributing to the overall efficiency of the admissions process.

COPYWRITER (FREELANCE)

FINE CREATIONS JEWELRY

**2022
BROOKLINE, MA**

- Conceived and presented original copy to company founder to use on company social media pages and main website, reducing technical language to make the content more relatable and appealing to the consumer.

MARKETING MANAGER/ COPYWRITER (FREELANCE)

LGNDRY APPAREL

**2022
BOSTON, MA**

- Kickstarted advertising campaign for LGNDRY Apparel, an independent startup clothing brand specializing in hand-designed hoodies, increasing orders and website traffic by over three fold in 2023 from the previous year when I started working on the brand.

EMAIL NEWSLETTER COPYWRITER (FREELANCE)

PAGE MUSIC LESSONS

**2022
BOSTON, MA**

- Crafted content for email blasts to inform customers about upcoming music theory and songwriting workshops in engaging, non-intimidating ways that would encourage attendance from beginners and more experienced students alike.
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EDUCATION

BERKLEE NYC

MASTER OF ARTS, CREATIVE MEDIA TECHNOLOGY

**2022-2023
NEW YORK, NY**

- Received merit scholarship to Berklee College of Music's graduate school branch in New York City, which equips students with advanced skills in media and immersive technology.
- Wrote original script and lyrics for an off-broadway musical which has won contests and received festival opportunities.

BOSTON UNIVERSITY / KILACHAND HONORS COLLEGE

BACHELORS OF ARTS AND SCIENCES, ENGLISH LITERATURE

**2018-2022
BOSTON, MA**

- Selected for the Kilachand Honors College program, an interdisciplinary, four-year curriculum path emphasizing experiential learning, intellectual risk-taking, and problem-solving for global challenges.
 - As part of the Honors College, I engaged in small, discussion-based seminars, experiential courses, and a senior Keystone Project, fostering collaboration and cultivating leadership, critical thinking, and a multidisciplinary perspective.
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SKILLS, CERTIFICATIONS, AND PROJECTS

- AP Style Guide
- Salesforce
- TEFL (certification, 2025)
- Hebrew (fluent)

AI-Driven Strategy

- Semrush
- Codex
- ChatGPT
- Microsoft Copilot