

Jonah Balfour

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I'm an experienced Marketing and Communications professional who has successfully built content strategies for leading tech companies and startups in Israel and around the world. I excel at helping companies find their voice and unique story. I love writing and I bring that passion to every piece of content I create.

At Mesh Payments I helped the company build a rich library of content for finance professionals while supporting the marketing team's content needs across the blog, growth, and comms teams.

I served as the lead of the Velo blog at Wix, and before that as the lead of the Microsoft for Startups blog. Previously, I led the PR department of Blonde 2.0, a global-facing PR agency specializing in new-media PR, helping clients secure media coverage.

Experience:

Marketing Content Manager - Mesh Payments - January, 2022 - Present

- Wrote engaging content for the Mesh Payments blog including guides, news posts, and thought leadership
- Supported the comms team in the creation of press releases and thought leadership posts for the executive team
- Led social content creation and strategy on key platforms including LinkedIn, X (formerly Twitter), and Facebook
- Worked with the growth team on the creation of emails, landing pages, and ad copy

Outbound Content Manager - [Velo by Wix](#) - July, 2019 - December, 2021

- Overall ownership of the [Velo blog](#)
- Managed the Velo blog editorial calendar as well as post ideation, creation, and editing
- Coordinated across multiple marketing teams including design, SEO, acquisition, and others to source and optimize content for the blog
- Created content for external publications focusing either on Velo, or to promote individual team members

Marketing Content Manager - Microsoft for Startups - October, 2017 - June 2019

- Wrote editorial content for the Microsoft for Startups blog and third party publications
- Managed the editorial calendar and worked with stakeholders to determine areas of focus
- Developed case studies focusing on Microsoft for Startups participants
- Worked alongside Microsoft executives to create bylined content that delivered key marketing messages and helped achieve strategic goals

Freelance Content Creation - Self Employed - May, 2017 - December, 2018

- Created website content, blog posts, and other materials to help businesses share their message with users
- Helped companies form a messaging strategy and develop a tone of voice

- Delivered content that told a cohesive story in a way designed for each brand's audience
- Executed independent PR outreach campaigns

Director of PR, Blonde 2.0 - January, 2011 - May, 2017

- Managed a team of 10 account executives and supervisors
- Supervised the creation and execution of PR and media outreach strategies
- Worked with account executives to create press releases, pitch emails, guest posts, outlines, reports, and all other written materials for clients
- Drafted press releases for top clients
- Wrote guest posts for key figures at leading Blonde 2.0 clients
- Created award submissions and case studies for successful Blonde 2.0 media outreach campaigns
- Formulated key messages and media relations strategies for clients

Awards Received:

Campaign Lead for Yo - *The One Word Campaign*, winner of:

PR Daily's Digital PR & Social Media Awards 2015 - Best PR Campaign

PR Daily's Digital PR & Social Media Awards 2015 - Best Viral Campaign

Campaign Supervisor for StoreDot - *The 30 Second Video that Electrified the Internet*, winner of:

2015 PR World Awards - Best Use of Social Media or Digital Media, Gold

Campaign Lead for Viber Desktop - *A Sitting Ovation*, winner of:

2014 PR World Awards - Best Technology Campaign, Silver

Marketing and Content Writer, SpeedBit, Or Yehuda, Israel, 2008 - 2011

- Created online and print marketing materials at an Internet technology company
- Produced text for product pages, landing pages, banner ads, and other marketing collateral
- Helped to shape product messaging and branding
- Wrote press releases and maintained communications with media representatives
- Developed online support documents including Help and FAQs
- Managed the overall quality of all English language communications

Education: University of Wisconsin-Madison: Bachelor of Arts, May 2002 - Double Major, English and Political Science