



# Peretz Eisenberg, Senior Creative Copywriter

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## WHO IS PERETZ?

A strategic and creative thinker, a complex problem solver, a charismatic collaborator, and a weaver of words. I tell compelling stories using as few characters as possible. I'm looking for creative challenges that can have an impact and make the world a better place.

I've written email campaigns, blog posts, video scripts, ebooks, website content, social media, brand books, style guides, and any other kind of content you can think of for some of the biggest companies in the world.

## WHERE HAS PERETZ WORKED?

### Senior Copywriter, B2B Lead, Payoneer

Mar 2022 — Present, Petah Tikva

Founding member of Payoneer's Creative Studio, writing and editing emails, video scripts, landing pages, PPC ads, website copy, sales enablement materials, newsletters, the occasional blog post, and lots of things in between. Contributing to the creative strategies of our global acquisition and retention efforts and assisting with the development of our brand voice and tone. Co-created Payoneer's Style Guide.

### Marketing Writer, Payoneer

Sep 2019 — Mar 2022, Petah Tikva

Led content creation for CRM campaigns, collaborating with Product, Customer Care, and Legal teams to synthesize accurate messaging. Led the product messaging and content creation for our working capital product, including sales enablement, CRM, event assets, PPC ads, and blog posts.

### Marketing Writer, Allot

Mar 2019 — Aug 2019, Hod HaSharon

Writing blog posts, case studies, success stories and other content in support of SaaS marketing campaigns (B2B) and internal organization initiatives. Editing and proofreading written assets from subject matter experts throughout the enterprise. Created mailers, marketing materials, and website content.

### Marketing Writer, Altria Israel

Apr 2016 — Jan 2019, Bet Shemesh

Provided copy for over 100 email campaigns ranging from transactional to promotional focusing on both acquisition and retention. Maintained website copy across multiple brands including digital ad copy, banners, landing pages, newsletters, and lifestyle articles. Managed our customer-facing Knowledge Base.

## WHAT IS PERETZ GOOD AT?

Digital Marketing

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Branding

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Content Writing

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Storytelling

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Creative Writing

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Copywriting

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Microsoft Office

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Presenting

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## DOES PERETZ HAVE FUN?

Sure! I enjoy stand-up comedy and music; I sing, drum, and beatbox, and I can fake my way through a handful of other instruments. I also love puzzles and own over 10 variations of Rubik's cubes.

## HOW CAN I SPEAK TO PERETZ?

English

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Hebrew

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## WHERE CAN I LEARN MORE?

[www.meetperetz.com](http://www.meetperetz.com)

[www.linkedin.com/in/meetperetz/](http://www.linkedin.com/in/meetperetz/)