Ronny Shani

Word & Code

» ronny@ironnysh.com
» ironnysh.com
» linkedin.com/in/ronny-shani

Profile

A lifelong student with a rich multidisciplinary background, from content creation to web design and development.
I have experience with versatile writing styles, my interests flow from DevOps to art, and I'm passionate about the web's transformative power. Welcoming challenges, I approach my assignments with enthusiasm, and am always curious and thrilled to learn something new

Skills & Tools

HTML, CSS, JavaScript, PHP, Nunjucks, Liquid, SQL, Node

WordPress, WooCommerce, Shopify, GitHub, Confluence, Contentful, Webflow, GA, GSC, HelpScout, Figma

Languages

English (native-levle)

Hebrew (native)

German (A2/B1)

Professional Experience

Recent / Project A

Writing articles, case studies, tutorials, copy, and marketing content for Project A and its portfolio.

Developing and implementing a thought leadership and knowledge-sharing-driven content strategy.

Creating the style guide & the firm's tone of voice.

Optimize and streamline employer branding and corporate messaging.

Editing, consulting, and coaching content creators.

Launching a cross-functional project to facilitate a data-driven editorial process.

Collaborating with developers to create documentation and case studies showcasing the engineering team's achievements.

Building *Insights*, a WordPress-based company blog. My work included research and planning, technical setup, content migration, maintenance, training, and documentation. I designed and developed custom themes, templates, and blocks, focusing on accessibility, performance, and SEO.

Earlier

» Journalism & Writing: Served as Associate and Managing Editor of several publications. My work was featured in daily newspapers and printed and online magazines.

Yedioth Group (print & online)
· Writer, columnist: Covered tech, travel, design, and culture.
· Managing Editor, VOD: Coordinated teams and partnerships; produced content.
· Trained in-house bloggers.

Nana10 (online publication)
Managing Editor, tech section: Led a team of reporters; developed an editorial strategy; responsible for day-to-day business activities.

Kela Research and Strategy
Editor, translator: Responsible for editing and fact-checking due diligence and cyber security reports, manuals, and marketing content.

» Editing & Translation: An accomplished editor and professional translator proficient in various subjects, fluent in Hebrew and English, and translating from German into both languages.
Selected Clients: Adidas, American Airlines, Ford, Visa, Amex, Petach Tikvah Museum of Art, Tel Aviv-Yafo Municipality, The Internet Israel Association (ISOC-IL), Lonely Planet Israel, Ananey Communications.

» Web Making: Highly skilled web developer and designer specializing in planning, designing, developing, and maintaining WordPress websites. My services include SEO and performance optimization, training, documentation, and support for diverse projects: From one-pagers and landing pages to large-scale magazines and e-commerce. Advocating for best practices and standards, I focus on semantic, accessible, responsive, and sustainable websites.