

Esther Koubi

Content & organic marketing

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Jerusalem area · available now

Six years between digital agencies, B2B tech and e-commerce. I've managed social accounts for many brands, done SEO on client sites and launched my own brand. I write in English and French, follow results in Google Analytics and Search Console, and I can build the landing page when it's needed.

Experience

Sept 2024 – now	Freelance, content, SEO and websites Small businesses, nonprofits and B2B tech - On-page SEO for WordPress and Shopify sites: keyword research with Semrush, titles and meta descriptions, page structure. Traffic and conversions followed in Google Analytics and Search Console. - Hebrew Instagram content (carousels, stories) for a wellness practice, and Meta Ads campaigns bringing in discovery calls. - Yom HaShoah social campaign and ceremony booklet for a remembrance nonprofit. - Landing pages for AI software products, from first sketch to launch.
2025 – now	ES KALMA, co-founder Women's activewear brand, Israel - Built the Shopify store and wrote the product pages with search in mind. - Set up email marketing and automations; planned the Instagram content. - Reviewed our Meta Ads results, found what held sales back (landing pages, no reviews, saturated audience) and wrote the relaunch plan.
2023 – 2024	Little Prince Digital, content & social media Growth marketing agency - Managed the social media accounts of many client brands in parallel: content calendars, posts and stories. - Created graphic and video content, including for La French Tech and a municipal election campaign. - Kept each brand's tone of voice consistent across platforms. - Designed websites and online stores (Milya Store, Made4Me, We Bayit, Judith Kahn) with the developers through to launch.
2020 – 2023	Modulassur, Sweep, UX/UI designer B2B insurance software, retail app Designed a quoting and enrollment tool for insurance advisors and redesigned the flows of a drive-to-store app. Learned to explain technical products simply.

Skills and tools

Search	Keyword research, on-page SEO, content audits, internal linking, writing for AI search (GEO)
Measurement	Google Analytics, Search Console, Semrush, Ahrefs, HubSpot
Social	Instagram, TikTok, LinkedIn, Facebook, Meta Ads Manager
Web	WordPress, Shopify, Webflow, Figma, Canva
AI	Claude, ChatGPT, Cursor for research, drafts and editing

Education and languages

2018 – 2021	EEMI, Digital Product Manager (product, digital marketing, front-end)
Languages	French (native), English (fluent), Hebrew (basic)

Attached with this application: an SEO & GEO audit of mobileye.com I prepared for this role.