Resumé

Tomer Lavie

I.D. 060776135 | Date of Birth: 12/6/1982
Phone Number: +972-52-4172476
E-mail: laviecontent@gmail.com

A FEW WORDS ABOUT MYSELF

I am a curious and versatile language professional with a strong interest in ideas, culture, technology and communication. My background in philosophy and Jewish studies, combined with more than two decades of professional writing and translation, has shaped the way I approach language: with precision, creativity and close attention to context.

I enjoy working across disciplines and learning new fields quickly, whether the task involves complex technical terminology, a marketing campaign, an AI-generated text or a screenplay. I bring the same combination of linguistic sensitivity, critical thinking and creative problem-solving to each project, while working efficiently and reliably under demanding deadlines.

PROFESSIONAL PROFILE

English–Hebrew translator, editor, localization specialist, copywriter and content strategist with over 20 years of professional experience.

Extensive experience in translation, localization, transcreation, MTPE, linguistic QA and AI-generated content evaluation, including large-scale projects involving millions of words. Experienced in evaluating AI and machine-translated output for accuracy, fluency, terminology, naturalness, style, cultural appropriateness and adherence to client guidelines.

Alongside my linguistic work, I have extensive professional experience in copywriting, SEO, digital content strategy, website content, advertising, social media and branded content. I combine linguistic expertise with a strong understanding of marketing, storytelling, audience targeting and digital platforms.

CORE EXPERTISE

- English–Hebrew Translation & Localization
- AI Linguistic Evaluation
- MTPE & Machine Translation QA
- Editing & Proofreading
- Transcreation

- Marketing Localization
- Copywriting & Content Strategy
- SEO & Search-Optimized Content
- Website & UX Content
- Advertising & Social Media Copy
- Scriptwriting & Branded Video Content
- Terminology Research & Management

PROFESSIONAL EXPERIENCE

2018–Present
Freelance Translator, Localization Specialist, Copywriter & Content Strategist
Working with companies, agencies and localization providers in Israel and internationally across translation, localization, AI language evaluation, MTPE, editing, proofreading, copywriting and content strategy.

My work includes:

- Translation and localization of websites, applications, marketing materials, technical documentation, legal content, healthcare and medical materials, e-commerce content and digital interfaces.
- Extensive MTPE and linguistic QA experience, including large-scale projects involving millions of words for international brands.
- Evaluation and editing of AI-generated and machine-translated Hebrew content for accuracy, fluency, terminology, naturalness, style and adherence to project guidelines.
- Marketing translation and transcreation for consumer-facing brands.
- Copywriting and content strategy for complete websites, landing pages, campaigns and digital platforms.
- SEO strategy and writing, including keyword research, search-intent analysis, content planning and on-page optimization.
- Writing advertising concepts, promotional copy, social media content and scripts for branded and digital video.
- Translation and editing of books, legal documents and long-form editorial content.

2013–2018
Freelance Translator, Writer & Editor
Provided translation, editing, proofreading and content-writing services for private clients, companies and organizations, including the Israeli Institute of Energy and Environment and the National Insurance Institute.

Main fields included legal documents, literature, film, history, social sciences, cultural studies, education, philosophy and Jewish studies.
Also produced SEO and web content for commercial clients.
During this period, I also worked as a rehabilitation guide for an army veteran and Talmud researcher, assisting with research proposals, correspondence, academic writing and editing in the fields of Talmud, literature and librarianship.

2014–2016
Philosophy Teacher – Bilingual School, Jerusalem
Taught philosophy while also writing and managing the political blog *Sloth Barricade* and producing marketing and digital advertising content for the website *Tony Says*.

2012–2014
Administrator, Editor & Writer – Root Canal Blog
Managed, edited and wrote content covering politics, current affairs, culture and social issues, while continuing freelance translation and editing work.

2005–2007
Team Manager – Infosystems
Managed teams ranging from 2 to 50 employees in stocktaking and information-management projects for the retail sector.
Worked with sensitive documentation and senior representatives of major Israeli companies and organizations.

AI, MTPE & LANGUAGE QUALITY

Extensive experience in AI linguistic evaluation, MTPE and QA of AI-generated and machine-translated Hebrew content.
Evaluated linguistic output for accuracy, fluency, terminology, naturalness, style, cultural appropriateness and compliance with client guidelines. Identified systematic translation and model-output errors, inconsistencies and recurring quality issues, and provided corrections and linguistic feedback to bring content to publication-ready standards.
Post-edited and reviewed millions of words across large-scale localization projects for global brands.

COPYWRITING, SEO & DIGITAL CONTENT

Over 19 years of experience in professional writing, copywriting and digital content.
My work includes:

- Website copywriting and complete website content development
- Content strategy and information architecture
- SEO strategy and SEO copywriting

- Keyword research and search-intent analysis
- Landing pages and conversion-focused content
- Marketing campaigns and advertising copy
- Social media content
- Email marketing
- Brand messaging
- UX/UI content
- Localization and transcreation of international campaigns
- Scripts and concepts for commercials, branded videos and social media content

I have worked across industries including technology, finance, insurance, beauty and cosmetics, healthcare, energy, infrastructure, education, tourism, architecture, e-commerce and professional services.

SCREENWRITING & CREATIVE CONTENT
Professional experience in screenwriting, commercial video and social media storytelling.

Produced Screenplays
2023 – "Pride" – 8 min.
Short location film produced by Ma'aleh School of Film and Television for a second-year film student.

2024 – "Crickets" – 12 min.
Graduation short film produced by Ma'aleh School of Film and Television.
Additional experience includes writing concepts and scripts for advertising, branded content and social media video.

SELECTED LOCALIZATION PROJECTS
Website Localization
Somfy
Colgate
Amazon
iHerb
AIG
Copaz T&T
and additional international brands and organizations

App Localization
AbbVie Trainer

Books

Translated from English into Hebrew:

- *Others* – Dag Heward-Mills
- *The Art of Ministry* – Dag Heward-Mills
- *How to Make Full Proof of Your Ministry* – Dag Heward-Mills
- *Love Thy Neighbor* – Fulton J. Sheen

Post-translation editing and proofreading:

- *Reclaiming Our Forgotten Heritage* – Curt Landry

SELECTED WRITING & EDITORIAL EXPERIENCE

Published and edited content on politics, current affairs, art, culture, psychology, philosophy and Jewish studies.

Previous platforms and publications include:

- Haoketz
- Saloona
- Root Canal
- Sloth Barricade

Also participated in poetry events, including Ars Poetica.

EDUCATION

2008–2011

B.A. in Philosophy and Jewish Thought
The Hebrew University of Jerusalem

MILITARY SERVICE

2002–2005

Israeli Air Force – Rescue Equipment Technician
Honorably Discharged as Sergeant Major
Managed a technical crew, prepared and delivered technical tutorials and briefings, and designed an inventory database for the unit.

SOFTWARE & TOOLS

- SDL Trados Studio 2021
- memoQ
- Microsoft Office – advanced proficiency
- WordPress
- Online CAT and localization platforms
- Digital publishing and content-management platforms

LANGUAGES
Hebrew – Native
English – Full professional / near-native proficiency
German – Basic
Spanish – Basic

REFERENCES
Available upon request.