

Elana has 14 years of experience in digital publishing and online content creation, spanning journalism, non-profit, and the private sector. She excels at educating audiences, sending clear messages, and developing industry experts into successful writers.

Elana ran the online operation at The Jerusalem Post for five years, after which she moved into the nonprofit sector, helping to build a positive news outlet, Goodnet.org. After a couple of years in performance marketing, she rediscovered her affinity for cannabis, and is now building publisher sites across the recreational-wellness-medical spectrum.