Kateryna Bieliaieva

Communication & Digital Marketing

+1 607 644 4113katja-b.github.io/portfolio

SKILLS



- Communication strategy
- Web content (copywriting and design)
- Technical writing and editing
- HTML, CSS, DITA, XML, JSON
- SEO
- Email and social media for B2B marketing
- Campaign optimization
- Training and instructional design
- User research (interviews, surveys, usability testing)
- Wireframing, storyboarding
- · Video editing
- Localization and translation

EDUCATION



Master of Science Technical Communication

GPA: 3.8

North Carolina State University Raleigh, NC, USA

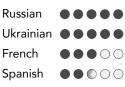
Bachelor of Arts Linguistics, English-Russian Translation

GPA: 3.4

Kyiv National Linguistic University Kyiv, Ukraine

Languages





Mandarin • • • • •

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German

EXPERIENCE



Marketing Writer

IBM Marketing Services Center Durham, NC

Oct 2016 – Present

- Writing, editing and designing short-form digital content for targeted email campaigns, social media and web banners, while collaborating with clients throughout the production cycle, from campaign inception to its development, launch, optimization and refresh
- Training peers on campaign processes and tools, using a custom-designed training course, consisting of presentations, video tutorials, guides and references on internal wiki
- Editing and troubleshooting HTML/CSS to produce custom newsletters, nurture and outbound emails
- Collaborating closely with designers, writers and editors, from conceptualization through iterations and final publish, to produce long-form collateral, such as data sheets and white papers, for B2B campaigns

Content Design Intern

Jun 2015 - Nov 2015

IBM Business Process Manager Boeblingen, Germany

- Redesigned and updated API documentation by collaborating with subject-matter experts, researching the latest industry trends and crafting a new user-friendly information structure, complying with the IBM Style guidelines
- Edited technical documentation in DITA using Oxygen XML Author and Acrolinx
- Produced instructional videos, including writing scripts, storyboarding, capturing screen, recording and editing audio in Audacity, creating animation and editing video in Camtasia

Communication Specialist

Sep 2011 - Apr 2013

United Nations Organisation

New York, NY

- Enabled a wiki-like content management tool to develop and manage information collaboratively within the department, then trained colleagues on best practices for using it through group and one-on-one sessions
- Managed social media campaigns to promote the UN and engage with global audiences
- Informed the public on various aspects of the Organisation's work, tailoring my message to the audience and delivering presentations in English, Russian, French and Spanish

Translator Oct 2008 - Sep 2011

Babble-on Writing & Translation Beacon, NY

- Localized product copy, including user interface text, notifications, error messages and technical specifications, and translated press releases, user manuals and other technical documents from English to Russian and from Russian to English
- Collaborated with clients on taxonomy and brand voice for product copy, researching the target audience to address culture-specific questions

Translator and English Language Instructor

Oct 2007 – Jul 2008

Ukraine-Europe Linguistic Centre Kyiv, Ukraine

- Translated English copy into Russian and adapted its content to the local market, contributing to the Ukrainian edition of Olive, a British food magazine
- Designed instructional curriculum and taught English-as-a-second-language (ESL) courses for adult learners in mini-group and one-on-one settings