

# Kateryna Bieliaieva

## Digital Marketing & Communication

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### 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



Russian ●●●●●●  
Ukrainian ●●●●●●  
French ●●●○○○  
Spanish ●●●○○○  
German ●●○○○○  
Mandarin ●○○○○○

### 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

IBM Business Process Manager     Boeblingen, Germany

Jun 2015 - Nov 2015

- 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

United Nations Organisation     New York, NY

Sep 2011 - Apr 2013

- 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

Babble-on Writing & Translation     Beacon, NY

Oct 2008 - Sep 2011

- 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

Ukraine-Europe Linguistic Centre     Kyiv, Ukraine

Oct 2007 - Jul 2008

- 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