

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 Cambridge, MA and Durham, NC

Oct 2016 - Present

- Writing, editing and designing short-form digital content (emails, landing pages, social media and banner ads) for targeted campaigns, in collaboration with clients throughout the production cycle, from campaign inception to its development, launch and optimization
- Editing and troubleshooting HTML and CSS to produce custom newsletters, nurture and outbound emails
- Designing an internal training course on campaign processes and tools, with presentations, video tutorials, guides and references within internal wiki, and leading the team's training
- Collaborating with designers, writers and editors, from conceptualization through iterations and publishing, 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