

MARIA DIACHENKO, COPYWRITER / CREATIVE WRITER

SUMMARY

- 2,5 years of experience writing B2B content on IT-related topics;
- Languages: American English (C1), German (A2);
- Familiar with content marketing approaches (ICP, buyer persona profiles, buyer's journey);

WORK EXPERIENCE

Jan, 2019 - March, 2021 - Copywriter, Cleveroad Inc.

- Writing blog articles on various IT-related tech and business topics;
- Creating content for landing pages, case studies, whitepapers, newsletters, etc.;
- Writing texts for emails (welcome, onboarding, transactional emails);
- Guest posting, ghostwriting, writing for Medium, Quora;
- Conducting interviews with software engineers, Team Leads, C-level employees;
- Preparing SMM posts (LinkedIn, Facebook, Twitter);
- Collaborating with Graphic and UI/UX Designers to make the content visually compelling;
- SEO optimization (keywords, LSI, clustering, snippets);
- Proofreading, editing, and adjusting content to the company's tone of voice;

Accomplishments:

- Worked on outdated content, improving quality and optimizing for SEO which resulted in lower bounce rate, increased traffic (up to 2000% visitors per article) and conversion rates;
- Created long reads from research and making an outline to publishing on the website and analyzing performance;
- Together with UI/UX designers developed a landing page template to improve customer's journey;

Feb, 2017 - May, 2017 - SEO Copywriter, Iskra, Copywriting Studio

- Writing SEO-optimized articles and product reviews;
- Creating plagiarized-free and concise product descriptions for e-commerce;
- Content optimization (keywords usage, density, plagiarism);
- Visually expanding the content with relevant images;
- Using text-checking tools such as Advengo Plagiatus, eTXT, text.ru, Главред;

EDUCATION

National Technical University 'Kharkiv Polytechnic Institute'
Bachelor's degree (English Philology), 2019

TOOLS

- Work with Google Suite (Docs, Spreadsheets, Slides) or Microsoft Office;
 - Text checkers: Grammarly, Hemingway Editor, Copyscape;
-

- Management: Jira, Trello, Confluence;
- Have experience with HTML & CSS markup, WordPress publishing;

