

Anna Popova

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Profile

I like good words and I cannot lie.

I also like solving complex problems, looking holistically at technical requirements and user needs. 8+ years of writing experience, 5+ years in Tech and Product.

Experience

Booking.com | Amsterdam **UX Copywriter**, Experimentation track – Nov 2019 - Dec 2020

Making it easier for my colleagues to understand scientific method for hypothesis testing (A/B, multi-variant, scientific control), no matter their background. First UX Writer in the track.

Works Council member (elected) — Oct 20019 - Dec 2020

Responsible for employee education and outreach. Researched Dutch legislation and case law; wrote an article on **sick leave rights**; wrote a final **100+ pages advice** for an official request on restructuring, based on months of collective work.

Technical Product Owner (acting) — Oct 2017 - Oct 2019

Internal tooling and infrastructure for translations and copy. Liaised with stakeholders (writers, developers, product owners, translators) and started work on migrating old systems to a **new service, following roadmap**. Migrated an in-house copy experimentation tool into a wider experiment tool.

UX Copywriter for Russian market — Sept 2015 - Sept 2017

Market research and optimising UX copy for Russian market.

Partner support specialist — Jan 2015 - Sept 2015

Helping owners get their properties listed on Booking.com.

Lenta.ru | Moscow

Editor – March 2011 - March 2014

Short news stories on any topic, from Russian politics to entertainment industry. Long reads & investigative reports on Russian education system, academia, and fraud with advanced degrees.

Freelance | Anywhere

Editor | Writer | Translator — April 2014 - Sept 2015

Variety of topics from legislation on maternity leave to biggest cruise liners of the world. Among clients: Mama.ru, Forbes Life (Russia), Digital October Center, Mejor con Salud.

Teaching | Russia

Language teacher — Sept 2007 - Sept 2015

Private lesson (Spanish, Italian, Ancient Greek, Latin), from 12 year olds to adults. School experience (Latin, Ancient culture) with 13-14 years olds. Summer school experience, including curating a group of kids (12-17 years old).

Education	Utrecht University Summer School , Corporate Governance after financial crisis (2020) Moscow State University , faculty of philology, Classics department (specialist degree, 2006-2011)
Skills	English Russian native level Italian Spanish intermediate level Dutch beginner level Ancient Greek, Latin (as a bonus) Analytics (mySQL, Google analytics, A/B experimentation, scientific method) Public speaking & presentation Stakeholder management Writing and editing User research Agile methodologies Basic HTML
Portfolio	Available upon request.
References	Available upon request.
Work permit	Russian citizenship. Permanent residency (EU) in the Netherlands. No need for sponsorship.