

LIA TSVETANOVA

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Portfolio (<https://github.com/liatsv/Portfolio>)

PROFILE

- Self-motivated writer with a passion for storytelling
- Strong foundation in journalism and technical writing.
- Adept at researching, editing, and crafting compelling narratives across various media.

SKILLS

- Writing & Editing: Strong research, editing, and revising skills with a keen eye for grammar.
- Technical Writing: Proficient in creating user-friendly documentation.
- Digital Media: Skilled in desktop publishing, videography, photography, and editing.
- Social Media & SEO: Experience in managing social media platforms and optimizing content
- Languages: Fluent in English and Bulgarian.
- Tools: Proficient with Adobe Creative Suite, Microsoft 360, Google Workshop and other publishing software.
- Sales: Recent experience in life and health insurance sales, leads, cold calling, customer service, and field underwriting.

EXPERIENCE

LIFE AND HEALTH INSURANCE AGENT

American Income Life | Jan 2025- Present

- Experience in calling leads, cold calling, pitching, presentations, selling, and managing other agents.
- Proficiency in customer service, application and/or policy services, and building trust.

WRITER

Unheard Gems | Jun 2023 – Jan 2024

- Reviewed and critiqued songs, attending concerts and venues to gain firsthand experience.
- Conducted interviews with artists to create engaging content for music enthusiasts.

STUDENT WRITER

Innovision Magazine, Kutztown University | Oct 2020 – Feb 2021

- Authored articles based on interviews with students and faculty, contributing to the College of Business magazine.
- Collaborated with editorial staff to develop story ideas and enhance content quality.
- Read the magazine here: [Innovision Magazine](#)

VOLUNTEER LIBRARIAN

Easttown Library | Jan 2017 – May 2017

- Assisted in maintaining library organization by checking books in and shelving.
- Supported library staff in daily operations and customer assistance.

EDUCATION:

Kutztown University of Pennsylvania**BA in Professional Writing**

- Focused studies on Journalism, Magazine Writing, and Pop Music Journalism.

ADDITIONAL INFORMATION:

- Available for freelance writing opportunities.
Open to internships and collaborative projects in writing, editing, and content creation.

LICENSES:

- Life and Health Producer