

LILY G. ZHANG

Copywriter & Web Designer

Portfolio lilyxl8.github.io
Twitter [@lilyxl8](https://twitter.com/lilyxl8)
LinkedIn [Lily G. Zhang](https://www.linkedin.com/in/lily-g-zhang)

zhanglily89@gmail.com
+1 (513) 328-6609

752 Bushwick Ave, 2nd Fl
Brooklyn NY 11221, USA

Skills

Content

Copywriting	●●●●●●●●
Translation	●●●●●●●●
Web Design	●●●●●●●●
Content Strategy	●●●●●●●●
Web/Mobile UI	●●●●●●●●

Software

InDesign	●●●●●●●●
Photoshop	●●●●●●●●
HTML/CSS	●●●●●●●●
JavaScript	●●●●●●●●
Microsoft Office	●●●●●●●●

Languages

Spanish	●●●●●●●●
Russian	●●●●●●●●

Interests

 Electronic Music	 Vinyl Records	 Rock- climbing
 Diplomacy	 International Relations	 Design

Overview

In this digital age of endless content, us creators have to ask ourselves: Does our work contribute genuine value? Or is it noise?

My name is Lily and I love making people feel things with words and design. Now that digital has matured and people have become used to the old ways of connecting, the challenges standing before creatives are greater, and therefore more rewarding: to still give users something fresh. To do so in a team, with love and mutual support, is the greatest journey.

Projects

FASHION STORIES

New York

eCommerce, March 2016

- Developed brand voice for NYC launch of jewelry line
- Developed content guidelines and strategy for social media

TRICKY LETTERS

Moscow

Mobile game, September 2013

- Copy-edited character voice, the heart & soul of the app
- Edited marketing materials (for App Store, press) social media

BOLDKIT

Moscow

Web app, September 2013

- Explained new video features in a fun, accessible way

Jobs

FREELANCE COPYWRITER

Remote

2013 – present

DIGITAL MARKETING COWORKER

Moscow

Dream Industries, September – October 2013

- Wrote and tested FAQ copy for Bookmate web & mobile app

FREELANCE TRANSLATOR & EDITOR

Remote

ProTranslating, August 2010 – January 2011, freelance

- Translated for Fortune 500 end-clients (Chase, Pfizer)
- Streamlined localization guidelines and trained other QA editors
- Marketing – vacation packages, credit cards

WEB DEVELOPER

New York

Floored, August – November 2015

School

THE OHIO STATE UNIVERSITY

Columbus

B.A. + B.S. International Studies, Russian, Biology, 2005 – 09
National AP Scholar, National Merit Scholar

UNIVERSIDAD DE LA LAGUNA

Tenerife

M.A. Conference Interpreting, 2013 – 14
Russian & Spanish > English

APP ACADEMY

New York

Full-stack web development bootcamp, 2015

References available upon request