

## LOLITA LAIZAN

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**Portfolio:** <https://incredible-creative-portfolio.com/en/>

**User-Obsessed Content Designer, Generalist Copywriter, and Idea Generator** skilled in content production and copywriting

**Languages:** English (Advanced), Ukrainian & Russian (Native), German (Elementary)

Content Design | UX writing | User research | Figma | Adobe Acrobat | WordPress | HTML | GitHub | Slack | Asana | B2B | B2C |  
Human-centered design thinking | Guidelines developing | Brand tone of voice following | Information Architecture | Copy  
Editing | Microcopy | UI/UX text | Marketing Content | Naming | Scriptwriting | Storytelling | Empathy | Project Management |  
System thinking | Problem-solving | Collaboration | Localization | Proactivity | Intuition | Multitasking |

## EXPERIENCE

**Freelance** — Remote

**Generalist Copywriter** / 02/2023 – Present

- Performing day-to-day user-friendly content execution through the understanding of business goals and defining target audience problems, which reduces the workload of support departments from 14% to 31%
- Managing multiple 10+ projects in a fast-paced, deadline-driven environment

**Ministry Of Digital Transformation of Ukraine & Diia app** — Kyiv, Ukraine

**Content Designer, Marketing Creative Copywriter** / 08/2021 – 01/2023

- Developed engaging content for an omnichannel user experience to help 25M+ users easily navigate across all touchpoints of Diia products, including work on new product flows, feature enhancements, category and feature namings, error messages, and notifications
- Effectively conveyed complex concepts into easily understandable and supportive content for application, website, chatbot, SMS, email, or any digital/web channels for a diverse audience
- Collaborated effectively with other design team members, product team members, project managers, and other collaborators to ensure the seamless integration of content within the user experience for 15+ projects
- Conducted A/B testing on copy to gather insights, make data-driven decisions on content effectiveness, and create copy based on user feedback for continuously optimizing and improving the user experience

**Noviy TV-Channel** — Kyiv, Ukraine

**Creative Copywriter, Scriptwriter** / 10/2019 – 03/2021

- Created 200+ scripts for weekly promotional campaigns and commercial shoots of 30+ TV shows, which supported the channel's high ratings, keeping it among the top three media outlets in the country
- Managed and prioritized projects with multiple stakeholders as marketing managers, copywriters, designers, and editors to deliver the main message of each TV show's episode through storytelling techniques that aligned with the channel's communication guidelines and current global trends

**Freelance** — Remote

**Content Manager** / 10/2017 – 09/2019

- Leveraged the brand tone and voice to create deliverables within brand guidelines according to audiences' insights, behavior, and conversational aspects that increased indicators of engagement by 21%
- Refined compelling content to balance communication needs against parameters such as word count, reading level, channel limitations, and industry constraints
- Provided engaging copy for daily brands' communications using style guides for content creation for website content, emails, and social media, leading to customer increases ranging from 5% to 18%

**FEDORIV Marketing Agency** — Kyiv, Ukraine

**Entry-level Content Designer, Junior Creative Copywriter** / 10/2016 – 9/17

- Developed user-friendly navigation content for end-to-end user experience on agency clients' websites, catering to a diverse user base of 1M+ users
- Developed creative ideas and copy for advertising that were aligned with the creative direction, guidelines, communication campaign strategy, and the brand's voice and tone for ATL, BTL, and digital campaigns, raising product and brand awareness from 18% to 31% depending on the company and product

## EDUCATION

**Master of Arts**, Concentration: Language (Ukrainian), Kharkiv National University of V.N.Karazin / 09/2010 – 07/2015

**Entrepreneurship**, International Institute of Minnesota / 2024

**UX Design**, Google / 2024

**Full UX Writing course from Beginners to Masters**, Udemy / 2023

**To write like to breathe**, Creative writing residency, Zakynthos, Greece / 2022

**Creative Thinking full course**, Bazilik School, Kyiv, Ukraine / 2018