



Lolita Laizan

Creative copywriter

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<https://incredible-creative-portfolio.squarespace.com/>
password: Knock-knock



EDUCATION

- 2000 — 2010
№166 specialized school «Vertical»
Kharkiv, Ukraine
- 2010 — 2015
V.N.Karazin Kharkiv National University
Specialist degree — philologist of
Ukrainian language and literature
Kharkiv, Ukraine
- September 2016
Bazilik school
SMM intensive course
Kyiv, Ukraine
- March — April 2017
Bazilik school of communications
Copywriting full course
Kyiv, Ukraine
- March — April 2018
Bazilik school of communications
Creative thinking full course
Kyiv, Ukraine



COPYWRITING SKILLS

- 360-campaign
- Naming
- Slogan
- Tone of voice
- Radio advertising
- TV advertising
- Ad adaptation
- Brand text
- SMM text
- Email text



LANGUAGE SKILLS



Ukrainian
Fluent



Russian
Trying to forget



English
Upper intermediate



WORK EXPERIENCE

- October 2016
Fedoriv — intern
Kyiv, Ukraine
- November 2016 — September 2017
Fedoriv — junior copywriter
creating namings, slogans, radio spots
writing and rewriting of texts using the infostyle with a
suitable tone of voice for different audiences on
websites and social networks
Kyiv, Ukraine
- February 2018 — November 2018
1+1 media — copywriter of air promotion
creating scenarios for air promotion projects
working together with the filmmaker
accompany the shooting, making sure that the frame
follows the idea
Kyiv, Ukraine
- December 2018 — September 2019
Freelance — creative copywriter
copywriting for rebranding, brand-texts for sites
email-texts, SMM-texts etc.
Asia, Ukraine
- October 2019 — March 2021
Noviy Channel — copywriter of air promotion
creating scenarios for air promotion projects
working together with the filmmaker
accompany the shooting, making sure that the frame
follows the idea
Kyiv, Ukraine
- August 2021 — Present
Diia & Ministry of the digital transformation
of Ukraine — creative copywriter
creating ideas for 360-campaigns,
scripts, namings, slogans, radio spots, writing texts
Kyiv, Ukraine



ADDITIONAL SKILLS

- Briefing
- Big idea
- Insights
- Brand strategy
- Communication strategy
- Key message
- Creative thinking
- Creative techniques
- Segmentation audiences
- Human-oriented approach
- Infostyle
- Storytelling
- Empathy
- Social networks specific