LOLITA LAIZAN

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Portfolio: https://incredible-creative-portfolio.com/en/

User-Obsessed Content Designer, **Storyteller**, and **Idea Generator** skilled in content production, marketing, and strategy

Teamplayer, hardworker, resultative

Languages: English, Ukrainian and Russian (speaking, reading, writing)

Content Design | Human-centered design thinking | Figma | Adobe Acrobat | WordPress | SEO | HTML | GitHub | Slack | Trello | Guidelines developing | Brand tone of voice following | Information Architecture | Micro & Macrocopy writing | Marketing Content | Localization | Creative Writing | Copy Editing | Scriptwriting | Storytelling | Project Management | System thinking | Empathy |

EXPERIENCE

Ministry Of Digital Transformation of Ukraine & Diia app — Kyiv, Ukraine
Content Designer / Marketing Creative Copywriter / 08/2021 – 01/2023

• Created, formatted, and edited microcopy and macrocopy across all touchpoints of Diia products — the main official government app, website, and landing pages with more than 18M+ audiences served daily

• Processed large amounts of technical text and turned it into a user-friendly copy with clear writing step-by-step instructions, reducing support calls by 30%

• Provided ongoing support as a marketing copywriter during peace and wartime by solving communication tasks through creative solutions such as big ideas for 360-campaigns, video scripts, naming, slogans, merch, and print concepts

• Worked with product designers, product managers, web developers, social media managers, and video editors, providing clear briefs for the next steps of ongoing projects and giving impactful feedback about work to reach the best result

Noviy Channel — Kyiv, Ukraine
Copywriter of air promotion / 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

• Brainstormed ideas with a creative team of copywriters, designers, and editors for TV, radio, and digital campaigns

• Delivered the main message of each TV show's episodes in a short promo through creative and storytelling techniques that aligned with the channel's communication guidelines and current global trends

Freelance — Remote
Content Manager, Creative Copywriter, SEO / 10/2017 – 09/2019

• Established product content strategies, guidelines, and tones of voice according to audiences' insights, behavior, and conversational nuances that increased indicators of engagement by 21% compared to the previous figures

• Created big ideas and creative copy for brands' 360-campaigns and rebrandings

• Provided engaging copy for daily brands' communications including brand texts website content, emails, and social media, leading to customer increases ranging from 5% to 40%, dependent on the project and task

Fedoriv agency — Kyiv, Ukraine
Entry-level Content Designer, Junior Creative Copywriter / 10/2016 – 10/2017

• 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

• Collaborated closely with cross-functional teams as creative designers, strategists, editors, project managers, and executive leaders to create clear briefs, brainstorm ideas, develop creative content, and present final results

EDUCATION

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

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

To write like to breathe, Fiction writers bootcamp, Zakynthos, Greece / 2022

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