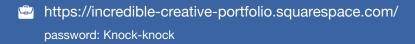


## Lolita Laizan

Creative copywriter









#### **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
- Brand text
- Naming
- SMM text
- Slogan
- Email text
- Tone of voice
- Radio advertising
- TV advertising
- Ad adaptation



## **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 massage
- Creative thinking

- Creative techniques
- Segmentation audiences
- Human-oriented approach
- Infostyle
- Storytelling
- Empathy
- Social networks specific