



# Lolita Laizan

Creative copywriter

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## 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