

# LOLITA LAIZAN

## Creative Copywriter

Fully Work Authorized · No Visa Sponsorship Required

### CONTACTS

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### LINK

<https://www.linkedin.com/in/lolita-laizan>

### SKILLS

- Big Idea
- 360-degree campaign
- Brand&Tone of Voice
- Promo campaign
- TV-commercial
- Scriptwriting
- Social media
- Brand text
- Naming
- Slogan

### LANGUAGES

English



Full Professional

Ukrainian



Native or Bilingual

Russian



Native or Bilingual

### PROFESSIONAL DEVELOPMENT

- **Full UX Writing course from Beginners to Masters**  
Udemy — New York, USA, 2023
- **To write like to breathe**  
Writers bootcamp — Zakynthos, Greece, 2022
- **Creative Thinking full course**  
Practical School of Communication Bazilik — Kyiv, Ukraine, 2018

### PROFESSIONAL SUMMARY

A creative copywriter with over 7 years of experience in creative agencies, TV channels, and government projects in Ukraine. Specialize on creating ideas for ATL, BTL, 360-degree campaigns, promo-campaigns, advertising, scripts, namings, slogans and social media content.

### WORK HISTORY

**Creative Copywriter, 08/2021–01/2023**

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

*The Ministry is responsible for the complete digitalization of 100% of government services, and Diia, its flagship project for government services, encompasses an app and website that has garnered an 18+ million audience.*

- Provided ongoing creative support during peace and wartime by solving communication challenges through creative solutions such as big ideas for 360-degree campaigns, video scripts, naming, slogans, merch, and print concepts managing multiple projects, and meeting heavy deadlines
- Created, formatted, edited, and proofread copy to make it work across all platforms such as apps, websites, landing pages, social media, or YouTube, serving a daily audience of 18+ million

**Copywriter of air promotion, 10/2019–03/2021**

**Noviy Channel — Kyiv, Ukraine**

*The #1 Ukrainian national entertainment TV channel with a 9 million+ audience in age of 24-35.*

- Created 200+ scripts weekly for 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
- Delivered the main message of each TV show's episodes in short promos, utilizing creative and storytelling techniques that aligned with the channel's communication guidelines and current global trends

**Creative Copywriter, Content Manager, 10/2017–09/2019**

**Freelance — Remote**

- Provided engaging copy for daily brand communications including brand texts, website content, emails, and social media, leading to customer increases ranging from 5% to 40%, depending on the project and task
- Established product content strategies and brand voice and tone according to audiences' insights, behavior, and conversational nuances

**Junior Creative Copywriter, 10/2016–09/2017**

**Fedoriv agency — Kyiv, Ukraine**

*A leading independent marketing agency running global projects with a team of 70+ employees.*

- Developed creative ideas and copy for advertising that aligns with the creative direction, guidelines, communication campaign strategy, and the brand's voice and tone for ATL, BTL, and digital campaigns
- Collaborated closely with cross-functional teams as creative designers, strategists, editors, project managers, and executive leaders to create briefs, brainstorm ideas, develop creative content, and present final results

### EDUCATION

**Master of Arts (MA): Ukrainian Language And Literature, 09/2010–07/2015**

**Kharkiv National University of V.N.Karazin**

*The second oldest university in modern-day Ukraine, was ranked as the best university of Ukraine and 477th university in the world in 2021, according to QS World University Rankings*