

LOLITA LAIZAN

Creative Copywriter

Fully Work Authorized · No Visa Sponsorship Required

CONTACTS

Address: New York, NY

Phone: 646-986-8904

Email: lolita.laizan@gmail.com

LINKS

- <https://incredible-creative-portfolio.com>
- <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



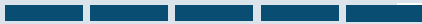
Full Professional

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