# LOLITA LAIZAN Creative Copywriter

Fully Work Authorized · No Visa Sponsorship Required

#### **CONTACTS**

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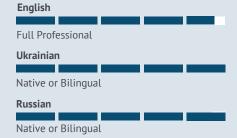
#### LINK

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**



#### 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, iits 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