



OLENA VASYLIEVA

CREATIVE COPYWRITER +3 YEARS

PORTFOLIO www.helloitsmelena.com

SKILLSET

Creative concepts
Brand passport
UX writing
Photo concepts
Scenarios
Name | Slogan
Tone of voice
Brand Messaging
SEO texts
Texts for communication platforms
Advertising campaigns
Research
Strategies

LANGUAGES

Ukrainian (C2)
English (B1)
Spanish (A1)

EDUCATION

2024
CRYPTOLOGY EDUCATION
Ecosystem in the world of cryptocurrency

2023
PRJCTR INSTITUTE
Copywriting course

2023
BAZILIK SCHOOL
Intensive in naming

2015 - 2017
SUMDU
Management in marketing
Bachelor

2013 - 2017
SKT
Economics of entrepreneurship in customs
affairs
Junior Specialist

ABOUT ME

I am a creative copywriter with over three years of diverse experience. I specialize in developing effective texts and creative ideas. Together with my team, I have launched over 19 collections, achieving 120% of the target. I have also participated in more than 120 projects, most of which were successfully implemented. I work confidently both in a team and independently, allowing me to adapt quickly to new challenges.

EXPERIENCE

2023 - PRESENT

○ **UX WRITER + CREATIVE COPYWRITER**
freelance

Development of creative concepts, brand names, and messaging. Writing UX copy for landing pages and texts for influencer publications. Optimizing customer communication algorithms and interaction scripts. Creating content and slogans for marketing campaigns. Rewriting business letters.

2021 - 2024

○ **CREATIVE COPYWRITER**
brabrabra

Generation of creative solutions for business. Naming new collections. Collaborating with a creative team on launch strategies. Developing the tone of voice and lexical field for the brand. UX copywriting for landing pages. Creating photo concepts and scripts for commercials.

2023

○ **UX WRITER + COPYWRITER**
Women Forum

Updating UX texts for the landing page. Creating a concept and content plan for launching a new wave of the forum. Preparing texts for publications.

2020-2021

○ **PROJECT MANAGER**
brabrabra

Launching a project with a new concept for the brabrabra brand. Developing the ideological component. Managing budgets. Organizing events. Generating and implementing new content. Managing and evaluating project results.

CONTACT

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