

# Tatyana Zaprudskaya

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## Summary:

Versatile communications specialist with 4 years of project, team and client management and 6 years of marketing writing experience. Happiest when wearing multiple hats and juggling a variety of responsibilities. Effective communicator, fast learner, highly-organized, creative problem solver.

## Senior Copywriter – POP

*October 2018 – May 2020*

Concepted, wrote and presented creative campaigns centered on digital copy. Target: digital and social media ads. Microsoft: developer-facing video scripts and creative digital campaigns. Amazon: AWS microsite. eBay: B2C emails, landing pages, digital and social media ads. F5- Digital, native ads, SEM.

## Senior Account Director – Richter 10.2 Media Group

*August 2013-July 2017*

- Successfully ran 100+ of the company's largest client accounts including Netgear, Kaspersky, Lenovo, Hewlett Packard, CubCrafters, Infor, Bit9, Wolters Kluwer, Union Bank, among others.
- Project management: I oversaw production and handled all project management from initial client contact to final deliverables. I managed budgets, created production schedules, coordinated logistics, and addressed any problems that came up along the way.
- Client and creative team management - I was a liaison between our creative team and clients which entailed managing the creative team's workload and the clients' expectations in order to deliver videos on time and to the clients' satisfaction. Efforts of problem solving and communication.

## Freelance Writer/Editor

*2011- Present*

Provide communication strategies, creative campaigns and copywriting for a roster of long-term clients in industries including clean beauty, wealth management, education, real estate, architecture, fashion, interior design, software, and many others. Specialties include technical and creative copywriting, SEO, editing, proofreading, and trilingual translation.

## Recent work includes:

- Senior Editor at skincareox.com – curating products, writing SEO articles, product reviews, blog posts, and PR assets.
- Managing all editorial content for High Net Worth Immigration including website, blog, and newsletters. This includes extensive research and technical writing in the area of immigration and investment.
- SEO blogs for iPromo.com.
- Long-form SEO copy for vintage furniture sites Chairish and Decaso.
- Scripting TV and radio spots for ABCmouse.com.
- Creating all website, brochure and marketing materials for The SkyView, a luxury condo building.
- Translating Spanish copy and revamping it for an American audience for LATAM clients including Gomez Vasques International, RoadTrack, and ZoeWaterUSA.com.
- Technical scriptwriting for video clients at Richter10.2.

## Copywriter – Leo Burnett

*July 2013- April 2014*

- Creative and narrative copywriting on Philip Morris for print and digital assets + retail-facing copy on P&G

for Pantene hair care products.

### **Copywriter – Motion Agency**

*October 2012-February 2019*

Creative advertising copy for print and digital assets on Becker, The Home Depot, National Louis University, Rogers & Hollands, The Humane Society of America, Adobe, The American Marketing Association, MasterBrand,, LiftMaster and Cabela's.

### **Copywriter – Plan B**

*June 2012-October 2012*

- Creative, narrative and technical copy for Jaguar, Volvo, Equal, Pure Via, Purple Rain and Mather Lifeways.
- Contributed to concepting sessions by providing new ideas and working on pitches and spec work.
- Edited and proofread all work produced by the agency and ensured flawless quality.

### **Principal Design Assistant/Editorial Director – Craig Taylor**

*August 2011- July 2012*

- Worked closely with the brand's two founders/designers to support them in designing, producing and marketing each new collection of luxury women's clothing.
- Coordinated with our manufacturers and fabric mills in China, Italy and France to ensure timely delivery of all fabrics, samples, and inventory to Neiman Marcus and other stores.
- Assisted on photoshoots, attended Coterie trade shows in New York and helped schedule and plan events, fashion shows and public appearances.
- Managed, scheduled and produced all of the brand's editorial content including website copy, press release kits, promotional e-mails, postcards, social media posts, etc.

### **Jr. Copywriter/Intern – CBD Marketing**

*June 2009-September 2011*

- Wrote and proofread marketing copy for B2B and B2C clients including Constellation Energy, Boy Scouts of America, Harris Bank, Lake Forest Graduate School of Management, and JDRF.
- Developed copy for radio scripts, direct mail, print and outdoor ads, brochures, catalogs, e-mails, product packaging, social media platforms including Facebook and Google ads and the agency blog.
- Assisted in radio recording sessions as well as commercial TV production and post-production.

### **Education**

DePaul University Class of 2011 – Magna Cum Laude  
Bachelors of Liberal Arts and Sciences: English/Writing Composition

### **Skills**

Trilingual: English / Russian / Spanish  
Proficient on Mac or PC, Microsoft Office/Photoshop