

Lilia Elessen

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SUMMARY

I'm a creative marketing copywriter with over 15 years of experience delivering engaging, targeted copy for online and offline campaigns.

KEY SKILLS

- Developing strategic messaging
- Copywriting - websites, emails, campaigns
- Short-form copy - creative headlines and taglines
- Video scripts and experience in video production
- In-depth understanding of UX and writing for the web

EMPLOYMENT HISTORY

Freelance Copywriter

Oct 2016 - Present

Develop compelling copy and content for my clients for a variety of mediums including websites, campaigns, banner ads, landing pages, email blasts, social media, articles, and video scripts. I also conduct thorough online research to provide recommendations for strategy, messaging, and marketing campaigns.

Lead Copywriter – Royal Financials

Apr 2019 - Oct 2020

Lead writer for campaigns and branded marketing materials. Developed ideas and provided clear direction to content and design teams.

Senior Copywriter, Sterling – London, UK

Feb 2014 - Jan 2018

Led proposal development meetings, collaborated with subject matter experts, and conducted in-depth interviews to produce successful marketing copy, sales content, and proposals.

Content & Marketing Manager, Kuehne + Nagel – New York, USA

Jan 2010 - Feb 2014

Spearheaded campaign development and collaborated with design to create award-winning branded and unbranded marketing materials.

Marketing Assistant, Comedy Central – New York, USA

Feb 2007 - March 2010

Assisted the marketing team in creating marketing material used to promote tv shows, comedy tours, and hosted events.

ADDITIONAL WORK HISTORY

Writer/Producer, Clear Channel – New York, NY, USA

Jan 2002 - Feb 2007

Freelance Writer/Producer, BBC World – Dubai, UAE

Jan 1997 - Jan 2001

EDUCATION

Ithaca College, Ithaca New York - Bachelor of Science in Communications