

Ivanna Ruzhevych



Professional Summary

Creative copywriter with over three years of experience crafting SEO-optimized content for websites, blog posts, and social media platforms. Skilled at tailoring content to diverse audiences and business goals to drive engagement and enhance brand visibility.

Core Competencies

- SEO-Optimized Content Creation
- Copywriting Across Digital Platforms
- Blogging and Article Writing
- Social Media Content Development
- Proofreading and Editing

Contact Information

[Portfolio Website](#)

[LinkedIn Profile](#)

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Certifications

SEO-Copywriting: Complete SEO Course from Udemy (2023)

Content Writing for Businesses Course from Udemy (2024)

Languages

Ukrainian – native speaker

English – upper- intermediate

Education

Bachelor's Degree in Journalism

Ivan Franko National University of Lviv (2018 - 2022)

Experience

Sure Lock & Key

31.01.2023 – Present | Lviv, Ukraine

- Creating SEO-optimized content for blog posts, websites, and social media platforms to drive user engagement and enhance brand visibility.
- Adhering to detailed technical guidelines and SEO strategies to create search-friendly content.
- Collaborating with cross-functional teams to align content with brand tone and strategic goals.

Tizium Group

02.08.2021 – 03.11.2022 | Lviv, Ukraine

- Producing engaging content for websites on diverse topics to boost user engagement.
- Creating text and visual content for Facebook posts to engage audiences and boost click-through rates (CTR).
- Leveraging tools like Canva and Adobe Photoshop to create visually impactful materials.