



Tanya Bahrynovska

Content Marketing Manager/ Editor/ Content Writer/ Translator

ABOUT ME

I am a passionate and dedicated person with creative and editorial mindset which helps me produce excellent content stuff. My knack for building successful team collaborations fuels me to continuously learn and elevate my skills.

EXPERIENCE

- 2022 - 2024 **Belkins, SEO Copywriter**
Lead generation agency
- 2022 - 2024 **Forbytes, Freelance Copywriter**
Software development company
- 2020 - 2022 **Euristiq, Freelance Copywriter**
Software development company
- 2020 - 2022 **Freelance, Content Marketing Manager / Content writer**
- 2020 - 2021 **Northell, Content Marketing Specialist**
UX/UI & web development agency
- 2019 - 2020 **Rioks, Content Marketing Specialist**
B2B marketing agency
- 2018 - 2019 **Appicature, Chief Editor**
Blockchain development agency
- 2017 - 2018 **Appicature, Copywriter**
Blockchain development agency
- 2016 - 2019 **Pasage Gartenberg, Social Media Marketing Manager**
Restaurant & entertainment business
- 2015 **Webmil, Translator**
Web production
- 2014 - 2015 **Goodvalley (earlier: Danosha), PR Assistant**
Food production
- 2013 - 2014 **Goodvalley, Translator**
Food production
- 2014 **Website 0342.ua, Independent Journalist**
News media platform
- 2010 - 2011 **Translation agency, Independent Translator**
Translation agency
- 2008 - 2011 **Newspaper "NewFormaty", Deputy Editor-in-Chief**
University internal newsletter

CONTACTS



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SOCIAL

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PORTFOLIO



<https://www.tanyabahro.com>

LANGUAGES

Ukrainian



English



EDUCATION

- 2013
Courses/Intercultural exchange "Es geht um Europe" Chance BJS (Berlin)
 - 2007 - 2012
Foreign Languages (English & Ukrainian translation) Yuriy Fedkovych Chernivtsi National University
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PROFESSIONAL SKILLS

COMMUNICATION	● ● ● ● ● ● ● ● ● ● ● ●
CONTENT CREATION	● ● ● ● ● ● ● ● ● ● ● ●
SEO	● ● ● ● ● ● ● ● ● ● ● ●
PROJECT MANAGEMENT	● ● ● ● ● ● ● ● ● ● ● ●
SOCIAL MEDIA STRATEGY	● ● ● ● ● ● ● ● ● ● ● ●
EVENT MANAGEMENT	● ● ● ● ● ● ● ● ● ● ● ●
EMAIL MARKETING CAMPAIGNS	● ● ● ● ● ● ● ● ● ● ● ●

TECHNICAL SKILLS

SLACK	● ● ● ● ● ● ● ● ● ● ● ●
TRELLO	● ● ● ● ● ● ● ● ● ● ● ●
MS OFFICE	● ● ● ● ● ● ● ● ● ● ● ●
WORDPRESS	● ● ● ● ● ● ● ● ● ● ● ●
JIRA	● ● ● ● ● ● ● ● ● ● ● ●
NOTION	● ● ● ● ● ● ● ● ● ● ● ●
GOOGLE ANALYTICS	● ● ● ● ● ● ● ● ● ● ● ●
FIGMA	● ● ● ● ● ● ● ● ● ● ● ●

KEY QUALITIES

- Ability to multi-task
- Critical thinker
- Team player
- Interest to new technologies
- High level of creativity
- Attention to detail
- Innovative
- Writing capabilities



PROJECTS / EVENTS

- 2012

Avangart, associated with "Insha Osvita"

Organized an informal art event with the involvement of cultural community in Kolomyia

- 2014

ArtEffect

The founder of a culture and art platform focused on realization of youth creative talents to foster their capabilities. Organized an urban set of events in Ivano-Frankivsk (photo master classes, dance and art symbiosis, rock concert, writers performance, etc.)



CERTIFICATES

- 2015

Reporter / Multimedia Content Gurt Resource Centre

- 2014

Media & Writing The Free School of Journalism

- 2012

Event Manager NGO "Insha Osvita"

- 2024

Photographer PhotoDestruction



HISTORY

OCT 2022 - JUN 2024

Belkins

SEO Copywriter

- Creating different types of content: landing pages, gated content, email campaigns, blog posts, video scripts, guest posts, presentations, case studies, etc.
- Instant communication with internal team of experts to make research more upgraded and get unique data for solid texts
- Collaboration with marketing and sales teams
- Optimizing content in compliance with SEO best practices
- Aligning all written content with brand standards, style, and tone of voice
- In-depth research of B2B market, industries, lead gen trends

JAN 2018 - DEC 2019

Appicature

Chief Editor

- Curating a team of writers and designers + collaboration with outsourcing team members
- Creating editorial calendars and organizing workflows
- Content strategy development, implementation, distribution
- Collaboration with marketing and sales teams
- Ensuring all copy is compliant with SEO and adheres to brand guidelines, style, and tone of voice
- Measuring the results of marketing activities + analyzing web traffic metrics
- Partially engaged in SMM activities
- Website administration & managing the process of new website structure and redesign
- Updating old content on the website blog by link building, removing broken links, and adding keyword long-tail variations
- Affiliate marketing (referral links in the blog posts)
- Creating email newsletters
- Journalists outreach and follow-up
- Creating press releases + distribution
- Research of industry trends, blockchain competitors' market
- Responsible for hiring, performance management, and team member development
- YouTube interview recording
- 7Altcoins media platform creation & management with the involvement and recruitment of tech writers, journalists, designers, the marketing team

JUL 2017 - JAN 2018

Appicature

Copywriter

- Creating various types of content (long reads, blog posts, guides, instructions, guest posts, newsletters, etc.)
- Implementing SEO specs
- Elaboration upon internal documentation
- Producing content for website and social channels

NOV 2016 - MAR 2019

Pasage Gartenberg
Social Media Marketing Manager

- Creating engaging posts, ads, giveaways for Facebook

JUN 2015 - SEP 2015

Webmil
Translator

- Translation of blog posts for website Karpaty.ua

MAR 2014 - JAN 2015

Goodvalley (earlier: Danosha)
PR Assistant

- Internal newsletter (writing, design, outsourcing management; Eng/Ukr)
- Writing blog articles for the website
- Press releases, announcements/translation
- Corporate website administration
- Monitoring of company references, analysis
- Arrangement of archive media sources
- Event management (conferences, informal meetings)
- Photoshoot, editing, and processing
- Corporate brand book design
- Advertising activities
- Outsource cooperation (web developers, designers, event organizations)

MAR 2014 - JUN 2014

Website 0342.ua
Independent Journalist

- News reports for website
- Monitoring media
- Website administration
- Social media activities
- Photo processing

MAR 2013 - MAR 2014

Goodvalley
Translator

- Translations of corporate documents, website articles, press releases
- Interpretations at meetings, company conferences, internal employees' discussions

JUL 2010 - JUN 2011

Translation Agency
Independent Translator

- Translation of different types of documents

NOV 2008 - MAY 2011

Newspaper "NewFormaty"
Deputy Editor-in-Chief

- Writing articles and news
- Editing, proofreading
- Publication layouts
- Collaboration with the publishing team