



JESSICA SIROTIN

COPYWRITER, EDITOR, CONTENT
MANAGER, PROOFREADING

SKILLS

- Exceptional writing and communication skills.
- Able to work on deadline and in high pressure environments.
- Skilled researcher, able to synthesize ideas and present them clearly, concisely and accurately.

CONTACT

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 in/jessicasirotin

EDUCATION

Hofstra University
Bachelor in History
Minor in English, concentration in
Publishing, 1993

The George Washington University,
Washington, D.C.
Masters in History, concentration
in Central Eastern European
History, 90% of degree finished

WORK EXPERIENCE

Baxter International, Senior Specialist: Copy Writer

AUGUST 2020 - PRESENT, WARSAW, POLAND

Working with marketers and communications partners across EMEA to advise on digital marketing strategy and produce copy for region-wide on-line campaigns Educating regional heads about digital marketing strategies and best practices by producing internal communications such as toolkits (Privacy Law, Digital Marketing, Virtual Events and Social Media Strategy), video scripts, and newsletters for regional marketers and sales reps. Creating content for thought leadership including Pulse articles and in-house bulletins.

Tagvenue, Senior Copywriter

JULY 2019 -PRESENT, WARSAW, POLAND

As Senior Copywriter I collaborate with project managers across Tagvenue that require content writing, SEO best practice and CRO optimization.

Working with Marketing Director on research and content creation for landing pages to drive traffic to the venue platform using Google long-tail key words. Also, researching and writing blog content about event organizing and small business strategies.

Producing emails and wireframe for growth marketer to introduce concierge business services for event management. Researching and writing content for regional landing pages for UK and Australia wedding venues in collaboration with a Project Manager.

Working with Virtual Social Tagvenue team to create games and quiz questions for the virtual team building platform. Writing GoogleAds and blog content to drive traffic to the landing page. Editing of marketing materials and email content.

LANGUAGES

- English, Native Speaker
- Polish
- Russian

VOLUNTEER

- Vice-president and Secretary of the parent committee of the American School of Warsaw, 7 years
- Boy Scout leader for 6 years

INTERESTS

- Politics and history,
- Reading
- Book and poetry writing
- Vintage design
- My 4 kids

Deep BI, Content Strategist

AUGUST 2019 - MAY 2020, WARSAW, POLAND

- Collaborate with Marketing Director on content creation and strategy.
- Create blog content and press releases. Manage social media channels: LinkedIn, Twitter, Facebook.
- Sales support for conferences and other campaigns.

News mavens, Digital Features and Opinion Editor

MAY 2018 - JUNE 2019, WARSAW, POLAND

- Writing and copy editing of daily news and long reads
- Social media management: Twitter, Facebook
- Used CMS to prepare home page and newsletters
- Work with remote freelance journalists to evaluate pitches and schedule projects

Freelance, Writer and Editor

2015-PRESENT, WARSAW, POLAND

- Ghostwriting - Research, write and edit books/articles.
- Scriptwriting - YouTube scripts for VLoggers
- Business writing - Brochures, Web, Press Releases
- Editing and Proofreading - Books, University applications, business documentation, rock songs
- Clients include: Omnipack, The STORY, University of Warsaw, Museum of Polish History,

KPMG Poland, On-call editor in Marketing Department

2000-2004, WARSAW, POLAND

- Edited and proofread due diligence reports, pamphlets, newsletters, and articles
- Line editing "Banking in Poland"

KPMG Hungary, Regional Assistant

1999-2000, BUDAPEST, HUNGARY

- In the Regional Marketing Office, I managed the Brand Book, and worked with other CEE offices to ensure continuity to corporate standards
- Wrote presentations, speeches and other marketing materials for the Marketing Director of the CEE.

Renaissance Capital, Publications Director

1996-1998, MOSCOW, RUSSIA

- Managed a team of 3 editors and reported directly to Director of Research.
- Worked with Research Analysts to produce company evaluations, daily newsletter and research reports.
- Proofreading and formatting of text and financials.
- Design, formatting, and publishing of publications