

JESSICA SIROTIN

C O P Y W R I T E R & C O N T E N T P R O D U C E R

PROFILE INFO

I am a content producer with a 10+ year track record of crafting high-quality, audience-engaging content across diverse industries. I excel in driving full project lifecycles, from ideation to on-time delivery. My core strengths lie in content development, project leadership, team alignment, and client relationship management, ensuring project goals and business objectives are met.

WORK HISTORY

Senior Copywriter | Baxter International Warsaw, August 2020-Current

- Leading employee advocacy program, developing content strategy, and content design with WEU marketing teams.
- Developing and refining advertising and promotional content tailored to healthcare and MedTech audiences while ensuring brand alignment.
- Creating customer-facing campaigns across social media platforms, trade show booths, and marketing materials, effectively supporting marketing and sales teams.
- Writing marketing and sales collaterals, including videos, digital assets, and slogans, to support marketers and sales teams.
- Creating comprehensive toolkits and guides to empower teams in lead management and digital marketing.
- Managing projects from initial concept to successful delivery.

Senior Copywriter & Proofreader | Tagvenue Krakow, July 2019-Current | Part-time Contract

- Write high-impact messaging for marketing media, resulting in substantial revenue growth and market share expansion.
- Conduct research to develop original content for both long and short-form articles, strategically structured for maximum SEO impact.
- Provide editorial guidance to ensure the delivery of top-quality content, enhancing engagement and reader experience.
- Proofread a wide range of texts and content, supporting junior copywriters in producing polished content.
- Collaborate on corporate communications, supporting product and page development.
- Create tone of voice guide and customer personas for marketing campaigns.

CONTACT

Phone

48 696 867 951

Email

sirotin501@gmail.com

SKILLS

Content Writing

Marketing Communications

Storytelling

Scriptwriting

Digital Content Development

SEO

Social Media

LANGUAGES

English

Polish

Russian

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WORK HISTORY, CON'T

Freelance Writer and Proofreader | "Jessica Sirotin" **Warsaw, May 2018-Current**

- Highly skilled content writer, editor, and researcher with expertise in technology, history, literature, academia, and business topics.
- Experienced in ghostwriting articles and books for a diverse client base, including agencies and industries.
- Adept at researching industry-related topics online to provide valuable insights..
- Notable client portfolio includes Warsaw Business Journal, RTB House, The Story: UX Design, Museum of Polish History, Omnipack, START PM, and The American School of Warsaw, Evenio, Hycomm, EC1 Lodz, Gratified.io, Tartu Kunstimuseum, All Muses and more.

Content Strategy | Deep BI **Warsaw, May 2019-July 2020**

- Developed dynamic content marketing approach to boost consumer brand awareness.
- Produced well-written articles after extensive information organization.
- Utilized WordPress for content, image, and page management.

Digital Features and Opinion Editor| Newsmavens **Warsaw, May 2018-July 2019**

- Evaluated, edited, and approved written pieces for publication, ensuring quality and readiness.
- Managed social media promotion and engagement on Twitter and Facebook to target audiences.
- Conducted meticulous fact-checking and verified reference sources for accuracy.
- Edited and refined content for improved readability and impact.
- Enhanced readership by selecting layouts and images that complemented stories.

EDUCATION

Hofstra University **New York, USA**

B.A. History, minor in English
1989-1993

Falmouth University

United Kingdom
M.A. Marketing & Digital
Communications
2021-2023

CERTIFICATES

Fundamentals of Digital Marketing
Google Digital Garage, 2022

**Foundational Skills for
Communicating about Health**
Coursera, 2022

**Content Strategy for Professionals:
Engaging Audiences**
Coursera, 2020

Advertising on LinkedIn
LinkedIn, 2021

SEO Writing Masterclass
Surfer, 2021

**Principles of Health & Medical
Copywriting**
M. Guillemard, 2023

Essentials of Medical Writing
American Medical Writers Assoc.,
2024

LINKS

[LinkedIn Page](#)

[References & Recommendations](#)

[Online Portfolio](#)