

# Tatyana Zaprudskaya

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## **Freelance Writer/Editor**

### **2011- Present**

Maintain long-term relationships with a roster of clients in industries including art, immigration, wealth management, education, real estate, fashion, furniture, software, and many others. Whether it's artful copywriting, meticulous editing or thorough proofreading, from books to blogs to ads to websites, I do it all.

#### *Recent work includes:*

- Writing all website, blog, and PR copy for High Net Worth Immigration (new website not launched yet).
- Writing all website content for manatlarge.com and CollinsBrand.com.
- Long-form SEO copy for trendy vintage furniture sites Chairish and Decaso.
- Scripting TV and radio spots for ABCmouse.com.
- Creating all website, brochure and marketing copy for a new luxury building in Clearwater FL, The SkyView.
- Translating Spanish copy and revamping it for an American audience for Latin American clients including Gomez Vasques International, RoadTrack, and ZoeWaterUSA.com.
- Creating website content and promotional copy for iCanvasART.com.
- Editing all works for entrepreneur/author Diane Melville including blogs, SEO articles, and her book titled "The Community College Advantage."
- Editing a historical fiction book titled "The Wall of Constantine" by Wes Crnkovich.

## **Campaigns Production Director**

### **Richter 10.2 Media Group**

#### **October 2013-March 2016**

- I was first hired as a scriptwriter and promoted within 6 months to the Campaigns Production Director.
- Managed 100+ of the company's most lucrative client accounts including Netgear, Kaspersky, Lenovo, Hewlett Packard, CubCrafters, Infor, Bit9, Wolters Kluwer, Union Bank, etc.
- Worked as a liaison between Richter's creative team and clients. This included extensive project management, managing the creative team's workload and schedule in order to deliver videos on time and to the clients' satisfaction.
- Acted as the main client contact; oversaw video production from first steps to final deliverables, managed budget, created schedules, coordinated logistics, problem solved and addressed any concerns and problems that came up along the way.
- Worked closely with the sales team in my role as Director of Strategic Communications – helped generate reaches, find and develop sales prospects, write company blog posts and manage social media accounts.

## **Copywriter**

### **Leo Burnett**

#### **July 2013- April 2014**

- Developed copy and visuals on the Philip Morris account and wrote retail-facing copy on the P&G account for Pantene hair care products.

## **Copywriter**

### **MSI**

#### **October 2012-February 2014**

- Executed copy and generated creative campaign concepts for accounts including Rogers & Hollands, The

Humane Society of America, Adobe, The American Marketing Association, MasterBrand, The Home Depot, LiftMaster and Cabela's.

**Freelance Proofreader/Jr. Copywriter**

**Plan B**

**June 2012-October 2012**

- Proofread/edited all work produced by the agency and ensured flawless quality.
- Wrote compelling copy for accounts including Jaguar, Volvo, Equal, Pure Via, Purple Rain and Mather Lifeways.

**Principal Design Assistant/Copywriter**

**Craig Taylor Inc.**

**August 2011- July 2012**

- Worked closely with the brand's two designers to support them in designing, producing and marketing each new collection.
- Worked directly with our manufacturers and fabric mills in China, Italy and France to ensure timely delivery of all inventory.
- Assisted on photoshoots, attended Coterie trade shows in New York and helped schedule and plan events, shows and appearances.
- Wrote all the brand's copy including website content, press release kits, promotional e-mails and direct mail blasts, company blog posts, etc.
- Managed company Facebook page

**Freelance Creative/Jr. Copywriter/Intern**

**CBD Marketing**

**June 2009-September 2011**

- Wrote and proofread copy for B2B and B2C clients including Constellation Energy, Boy Scouts of America, Harris Bank, Lake Forest Graduate School of Management, Fine Tune, Adventuress.
- Developed copy for radio scripts, direct mail, print and outdoor ads, brochures, catalogs, e-mails, product packaging, social media platforms including Facebook and Google ads and the agency blog.
- Assisted in radio recording sessions as well as commercial TV production and post-production.

**Education**

DePaul University Class of 2011

Bachelors of Liberal Arts and Sciences: English/Writing Composition

**Skills**

Polyglot: English / Russian / Spanish

Proficient on Mac or PC, Microsoft Office/Photoshop