

# Susanna AGABABYAN

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[www.susannaagababyan.com](http://www.susannaagababyan.com) | English—Fluent, Italian—Fluent,  
French—Intermediate, German—Intermediate, Russian—Native,  
Armenian—Native



## Edge

Creation and packaging of the content in order to quickly increase key business indicators.

## Achievements

- 6 years of professional experience in digital media & content creation
- Went from an unpaid intern to the full-time editor in the biggest Publishing House Condé Nast in just 5 months with no previous experience in writing
- **Case 1:** I helped relaunch & revise CN Traveller Russia's website in 2016. Thanks to my contribution the traffic has tripled in 6 months (from 250,000 unique users to 750,000)
- **Case 2:** Thanks to my contribution Instyle Russia's website consolidated itself in top 10 glossy magazines in Russia by pageviews and unique users already in the first year of existence, since the launch in 2017
- **Case 3:** With my copy, press-releases and activity as a PR the campaign dedicated to IKEA's Spanst collection reached over 45 million people
- **Key Brands/Projects:** Condé Nast; InStyle Russia; IKEA Russia; BBDO Group (part of the Omnicom Media Group). Former contributor at GEO Russia and Women's Health Russia
- **Got admitted to MSU Lomonosov** (Nr.2 in the national rank provided by [Forbes Russia](#) & 199 in the world rank by [The Times Education](#)) without any exams, thanks to winning the all-Russian Olympiads in French in 2008
- **Majored** in Roman Philology with specialization in Italian linguistics and a 4.8 GPA
- As part of the Mint Agency BBDO Group team won IPRA Golden Award for the best 'Launch of the new product' (IKEA Spanst collection)
- Team player, multitasking, meeting deadlines

## Professional Experience

November 2018—  
currently

[Contrast Foundry](#) (type design studio), USA & Russia

Copywriter

- UX writing to improve readability, legibility and engagement of the content and the navigation of the renewed website
- Editing finished texts to enhance the elements of storytelling and to convey complex information in clear and concise manner
- Increasing loyalty of the audience thanks to quality translation and editing

November 2019—  
January 2020

[Mint Agency BBDO Group Russia](#) (advertising & communication company), Russia

Project  
copywriter

- Increased the quality of press-releases and copy for social media to get 10% more publications about the campaigns in the business-media
- Edited finished texts in order to increase quality of the articles, prepared by the agency for the media

May 2018—  
February 2019

**Mint Agency BBDO Group Russia** (advertising & communication company), Russia

**Project manager of IKEA Russia**

- Increased the number of regular publications in media dedicated to IKEA collections by 30% in 7 months timely meeting the demands and requests from journalists
- Participated in the organization of IKEA's 75<sup>th</sup> Birthday's celebration in 11 cities throughout Russia.
- Managed the SM team and interns to increase the quality and reach of the posts by 50%.

April 2017—May 2018

**InStyle Russia** (women's fashion magazine), Russia

**WEB Editor**

- Participated in the launch of the website
- Contributed in content creation, thus consolidating Instyle Russia's website in top 10 glossy magazines in Russia in the first year of existence

July 2014—November 2016

**Condé Nast Russia** (local department of international publishing house), Russia

**WEB Editor**

- Started as an intern and made it to a full-time WEB editor in Glamour Russia in just 5 months
- Managed and trained freelance news editors to increase the speed of posting by 50% and improve the content quality by 70% in Glamour Russia
- With my involvement the number of unique users on the CN Traveller Russia's website has tripled in 6 months—from 250 000 to 750 000.

## Education

September, 2008—June, 2013

Lomonosov Moscow State University, Russia  
Final paper: 'Linguistic features of texts in Italian fashion magazines: a study of the Vogue magazine'. Defended with excellence. GPA 4.8 (five-rating system)

**Philology Department**

## Courses

May, 2016

'High quality journalism for mobile devices'. Workshop by Chief Operating Officer Condé Nast Global Wolfgang Blau.

November, 2015

'Getting things done'. Moscow seminar of David Allen.

May 2015

'Digital media and development trends'. Workshop by Russian journalist and publisher of Meduza Galina Timchenko

## Skills

**Computer**

Proficient with Microsoft Office, CMS (1C-Bitrix and Sonata)

**Personal skills**

Empathy, ability to prioritize the tasks, ability to work in stressed environment and tight schedule, great capacity to learn on the spot

**Organizational skills**

Participated in organization and curated series of events in 11 cities and a party in Moscow dedicated to the IKEA's 75<sup>th</sup> Birthday with 200 guests.

## Recommendations

Maria Doreuli  
Nadezhda Sakharova

Founder of LLC 'CoFo' & Type Designer  
Former Glamour Russia and CN Traveller Russia's Chief-Editor

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