

Susanna Agababyan

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Edge I create content in a way that helps improve user experience and increase key business indicators

Achievements

- 6 years of professional experience in digital media & content creation
- Went from an intern to the full-time editor in the biggest Publishing House in Russia Condé Nast in just 5 months with no previous experience in writing
- **Case 1:** With my help and contribution to the content creation the number of unique users on the CN Traveller Russia's website has tripled in just 6 months
- **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.
- **Major** in Roman Philology with specialization in Italian linguistics
- As part of the Mint Agency BBDO Group team won IPRA Golden Award for the best 'Launch of the new product' (IKEA Spanst collection)
- As part of the Contrast Foundry Design Studio's team won Communication Arts Awards in Typography category for the CoFo Farm Specimen

Professional experience

February, 2019 – currently
Moscow, Russia

Self-employed copywriter, journalist & translator for:

- Yandex e-commerce, Yandex.Zen Magazine
- Strategic communications company 'Mikhailov & partners' (brands — S7 Airlines, Huawei, HONOR)
- Tech company Yandex
- RosDorBank
- Global conference on technology in education EdCrunch
- UX planning tool for creating visual sitemaps and user flow 'Flowmapp'
- Google's official blog 'Think With Google'
- Digital version of the Forbes magazine
- FlowMapp

November 2018 – currently
Moscow, Russia – San Francisco,
USA

Consulting UX Writer, Editor and Copywriter (part-time)

Type design studio Contrast Foundry

- UX writing to improve readability, legibility and engagement of the content and the navigation of the 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

May 2018 – February 2019
Moscow, Russia

Manager of IKEA's PR campaigns

Mint Agency at advertising company BBDO Group

- 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 75th 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%

May 2017 – May 2018
Moscow, Russia

WEB Editor

InStyle Magazine

- 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
Moscow, Russia

WEB Editor (Glamour and CN Traveller Magazine)

Condé Nast

- 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

Extracurricular activities

5 th – 10 th December, 2020 Moscow, Russia	Facilitator of the virtual logistics and set-up in Zoom International conference on technology in education EdCrunch on Demand
March, 2019 – currently Moscow, Russia	Founder and educator Cross-platform project Dante Al Dente for learning Italian (accessible in Telegram, Patreon, Instagram and Facebook)
October, 2009 – currently Moscow, Russia	Self-employed tutor of Italian Children from 6 y.o. and adults education
December, 2019 – October, 2020 Moscow, Russia	Contributing writer Media about adult education and self-development Zeh
January, 2020 – March, 2020 Moscow, Russia	Project consecutive interpreter State Academic Maly Drama Theatre
November, 2019 – January, 2020 Moscow, Russia	Project copywriter Press office of advertising agency BBDO Group
October, 2019 – January, 2020 Moscow, Russia	Translation of the drama 'Christmas in Cupiello's House' by E. De Filippo State Academic Maly Drama Theatre
October, 2019 – January, 2020 Moscow, Russia	Translation of the book 'Outsiders' by A. Accatino SLOVO Publishing House
November, 2018 – December, 2019 Moscow, Russia	Contributing writer Media about kids' upbringing and education MEL FM

Awards

October, 2020	Communication Arts Awards, Typography category
December, 2018	Eventiada IPRA Golden World Awards, 'Best launch of the year'

Education

September, 2008 – June, 2013	Lomonosov Moscow State University Specialist in Philology
September 1999 – June 2008	School №1265

Additional education

August, 2020 – November, 2020	Online courses in user experience writing 'UX Writers Collective' UX Writing Fundamentals
August, 2020 – October, 2020	Online learning center Netology Group UX Writing
August, 2020	Online learning center GeekBrains Figma Intensive Course
March, 2012 – May, 2012	Padua State University Exchange program
October, 2010 – December 2010	Roma Tre University Exchange program

Languages

Russian – native; Armenian – native; English – advanced; Italian – advanced; French – intermediate; German – intermediate; Portuguese – elementary

Skills

Microsoft Office, CMS (1C-Bitrix and Sonata), basic HTML, Figma, basic Google Analytics, Mac OS, consecutive interpretation, public speaking, interviewing, project management, market research, time management with GTD system, writing bids and tenders, organization of press trips.