

## Susanna Agababyan

UX, Digital copywriter

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## WORK EXPERIENCE

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### **Chatfuel** | San Francisco, USA

*UX Copywriter (English)*

(02/2021)-Present

As a sole UX copywriter across 4 product teams I'm collaborating with multiple stakeholders to write clear and concise copy, test it, interpret the results and iterate. I'm working on improving and documenting the UX copywriting process, and crafting the UX copy guidelines. My favorite projects so far are experiments on the first session (intro questions, triggered emails, onboarding tools) and the epoch-making Instagram Automation launch.

### **Contrast Foundry** | Moscow, Russia-San Francisco, USA

*Consulting UX Copywriter & Editor (Russian, English)*

(11/2018)-Present

I helped 6 talented type designers to start writing about their achievements in a manner that reflects their ingenuity and peculiar nature of all of their projects. We've done a lot of fun stuff together over the years: relaunched [the website](#), made triggered emails great again, and got an award for our conceptual CoFo Farm Specimen, in which we compared sustainable type design to farming.

### **Self-employed** | Moscow, Russia

*Copywriter, editor, translator (Russian, English, Italian)*

(02/2019)-(02/2021)

I've managed copy for various audiences and multiple brands, including Yandex, S7, Google, Flowmapp, EdCrunch. As a side gig I also translated a play from Italian that got staged at the State Maly Theatre of Russia.

### **Mint Agency at BBDO Group** | Moscow, Russia

*Manager of IKEA's PR campaigns*

(05/2018)-(02/2019)

As a PR manager I've managed press communications during the launch of the first ever IKEA clothing collection SPANST in Russia (millennials were thrilled, our campaign reached over 45 million people!) and participated in the organization of the 75th birthday of the brand with a key event for 200 people in Moscow and series of mini-events in 10 other cities throughout Russia.

### **InStyle Magazine** | Moscow, Russia

*Digital Editor*

(05/2017)-(05/2018)

I participated in launching the website from scratch, and thanks to the common effort, it got in the top 10 glossy magazines in just one year. I was responsible for news and articles on my favorite topics — fashion, culture and travel.

### **Condé Nast** | Moscow, Russia

*Digital Editor (Glamour and CN Traveller Magazines)*

(07/2014)-(11/2016)

I got a summer internship at Glamour first, but then ended up staying as a full-time digital editor. After 2 years I moved to CN Traveller — one of the most exciting assignments in my career. As a team of just 3 web editors we managed to relaunch the site, triple the number of unique users in 6 months and develop a service of recommendations and guides for avid travelers.

## EDUCATION

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Specialist in Philology, 2013 | Moscow, Russia

Lomonosov Moscow State University

## LANGUAGES

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Russian, Armenian – native; English, Italian – advanced; French, German – intermediate