



Mary Kuzheleva

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Summary

A Tourism and Journalism degree Web Content Editor / Digital IT Editor with in-depth knowledge and understanding of grammar, SEO standards and online publication. More than 6 years in writing/editing English-based content. Fluent writing and communication. I feel passion in work with English content for a reputed organizations.

Summary of Skills:

- Experience in content management for online publication
- Excellent eye for detail with outstanding grammar skills
- Superior writing and editing skills to generate target-oriented articles
- Knowledge of SEO, SME, SMM standards and social media
- Magnificent verbal and written communication skills
- Sound organizational and interpersonal skills
- Familiarity with the way search engine operates and ranks website pages

Experience

Senior IT Editor

Webpromo

Jun 2018 - Present (3 years 11 months +)

Responsible for content modifications and implementing approved digital enhancements using SurferSEO and ContentWatch. Effectively consult with project managers and stakeholders to develop and execute deliverables on or ahead of schedule in deadline-focused environment.

Duties:

- Editing/Writing articles, news and reviews (topics: blockchain, VPN services, pets, social media).
- Managing team of dedicated writers. Delegating tasks to the copywriters, control their quality.
- Working towards boosting client SEO through quality&unique content.

Goals:

- Drastically reduced expenses and time to deliver: created a team of copywriters;
- Increased company revenue: several articles made a significant revenue (can't tell numbers).
- Head of department: managing a dedicated team of copywriters;

Team:

- 5 team members (Writers/Editors/SEO).
- Time tracker pattern.

Tools:

- SurferSEO/Advego/Grammarly/ContentWatch/CopyWritely;
- MsWord/GDocs;
- Trello/Jira;

- Slack.



Academic Paper Writer

UvoCorp

Aug 2014 - Jun 2018 (3 years 11 months)

Writing scientific, academic articles and student papers (dissertation, degree, essay). Worked with styles APA, MLA.



Web Content Writer

LIBERTY INT

Feb 2013 - Aug 2014 (1 year 7 months)

Creating unique content for Landing-Pages (beauty, nutrition). Proofreading and improving the quality of the colleagues' texts



Content Writer

EJUICERS LLC

Mar 2012 - Feb 2013 (1 year)

Creating copyright content for healthy lifestyle products. Describing the products of the company

Education



NTIFU "OaG"

Master's degree, Tourism and Journalism

Sep 2010 - Jun 2016

Specialty "Tourism" study the scientific foundations of the theory of organization management, the peculiarities of the regulation of entrepreneurial activity in the conditions of the information environment, the theoretical and practical foundations of the legal regulation of the tourism industry at the state level and the international economy, methods and technologies of marketing research in the field of circulation of products of the tourism industry.

Skills

Social Media Marketing • Web Content Writing • Marketing • Communication • Written Communication
• Journalism • Digital Media • Research • English

Honors & Awards



Red Diplona in Tourism - NTIFU "OaG"

Jun 2016

Graduated with a high-quality mark as a one of the best students annually.