



STEPAN NASADA

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stepannasada.com

Professional Skills

Hard Skills

Research

Media Planning

PR

Copywriting & Editing

Media Production & Editing

Blogging

Content Strategy

Soft Skills

Correspondence

Collaboration

Client Relations

Diligence

Flexibility

Education

University of
Central Oklahoma

May 2020

B.A. in Strategic
Communications from the
Department of Mass
Communication

NSAC AAF Competition - UCO
Team Media Planner & Writer

About

A multilingual and goal-oriented professional, with a number of topic interests including politics, environment, sports and car culture. I am looking to make a positive difference in a thriving workplace and the world as I take on projects and grow my portfolio. A Ukrainian and United States citizen, living in the U.S. for over 10 years. Fluent in English, Ukrainian, Russian and studying German. I am driven by my values to make sincere connections and contribute to advertising efforts at an organization that fits my ethical standards. Fully comfortable with remote work.

Experience

Tech Firefly/Vaco Oct 2021 - Present

QA

**Promoted
Nov 2022**

- Evaluate sampled asset data from a set team of content raters
- Meet with both raters and other QAs on a weekly basis to offer support in respective decision-making processes.

Trainer

**Promoted
Jun 2022**

- Adhere to an established training process to familiarize new hires with the project
- Meet, train, evaluate and support new hires in their new role
- Learn and deliver training material consistently within a variety of specific training sessions, daily.

Rater

**Oct 2021 -
Present**

- Rate content based on established guidelines for the Google Discovery platform
- Stay up-to-date on evolving guidelines by participating in team activities and regularly reviewing new changes

Atlas of Today's World / Volunteer Copywriter & Core Member Sep 2021 - Present

- Brainstorm, create, proofread and publish branding materials together with the NGO's leadership
- Create and proofread copy for brand-new websites
- Advise on the subjects of Social Media, branding and digital marketing efforts
- Assist in team management, hiring process and onboarding
- Coordinate with an international team across multiple time zones

Wiggin Properties LLC / Independent Contractor Sep 2020 - Present

- Work with a graphic designer to develop and present client solutions
- Maintain project status and calendar for the project team
- Research and write copy on relevant topics
- Capture and edit video and photography for projects in and around Oklahoma City
- Assist the graphic designer with site-mapping and mood-boarding using Adobe XD and Webflow
- Manage contract contents and negotiations for ongoing and future projects

CFS Brands / E-Commerce Intern Feb 2020 - May 2020

- Helped customer product familiarity by processing their sample requests
- Improved Ad performance using Google Analytics and Google Ads to break down product categories
- Corrected Amazon product listings to improve customer experience
- Compiled product data for future content development

Boiling Point Media / Digital Marketing Intern Aug 2019 - Nov 2019

- Updated product catalogs for various auto groups through ParseHub and Excel, to make sure that ads served contain up-to-date information
- Compiled PowerPoint SEO reports for clients
- Posted offers and promotional content for clients using Google My Business and Facebook Ads
- Researched and used keywords for client accounts using Google Ads to improve performance

Krush Marketing Agency / Digital Marketing Intern Feb 2019 - Apr 2019

- Ordered, wrote, revised and edited blogs to improve clients' SEO performance
- Researched blog topics and keywords for clients' SEO
- Backlinked clients' websites to improve their SEO performance
- Audited client websites
- Created and maintained project calendars to keep the team organized