



STEPAN NASADA

stepannasada.com
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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

Programs

- Microsoft Office Suite
- Google Workspace
- Adobe Creative Suite
- Meta Business Suite
- Mailchimp
- Canva
- Notion
- Basecamp

About

A multilingual and goal-oriented professional, with a number of topic interests including travel, environment, sports and automotive 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 and Ukrainian, studying German and Czech. 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 (TF)/ Vaco

Oct 2021 - Present

SME (Vaco)

Promoted Jun 2024

- Provide technical support and subject-matter expertise to Reviewers, QAs, TLs and MSPs
- Maintain documentation for guidelines, as well as for internal and external team communications

QA (Vaco)

Promoted Nov 2022

- Review agent decisions and provide written and in-person feedback
- Meet with both raters and other QAs on a weekly basis to offer support in decision-making processes

Trainer (TF)

Promoted Jun 2022

- Familiarize new hires with the project based on established training process
- Meet, train, evaluate and support new hires in their new role on a daily basis

Content Reviewer (TF)

From Oct 2021

- Rate content based on established guidelines for the Google Discovery platform

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 website copy
- Manage social media, branding and digital marketing efforts
- Assist in team management, hiring process and onboarding
- Coordinate with a remote international team

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