



HELENA KOMOLOVA

HEAD OF COPYWRITING

CONTACTS

- +380992246646
- helena.shyta@gmail.com
- https://canva.link/32q0otky6l1tovw
- Kyiv, Ukraine

EDUCATION

Borys Grinchenko Kyiv Metropolitan University
 Master of Arts
 Kyiv 2015 - 2021

SKILLS

Hard skills

- Copywriting · Storytelling ·
- Concept development · Naming ·
- TOV Development · Content Strategy

Soft skills

- Creativity · Detail-orientation ·
- Deadline-driven · Mentorship ·
- Strategic thinking · Communication

SUMMARY

As Head of Copywriting, for the past 4.5 years, I led all company communications across digital marketing, social media, B2B, email marketing, PR, affiliate marketing, ads, and promotional campaigns.

Beyond copy, I was deeply involved in shaping the creative vision of the brand: developing collection concepts, building narratives, and ensuring every touchpoint told a coherent story.

EXPERIENCE

Milla Nova | Milla 12/2021 - Present

Head of Copy

- As Milla Nova's first copywriter, I defined the brand voice, built the copy team, and established the workflows that support it. My role has since evolved to include naming, concept creation, copy direction, and team leadership.

Freelancer 01/2021 - 12/2021

Creative Copywriter

- Freelanced for multiple agencies and brands, crafting names, ad campaigns, social content, and branded stories. Clients included Instytytym, Lovespace, 357D, Taimi, Dim Varenyya, China & Thailand Hi, Victor Pinchuk Foundation, JUL, and others.

Brabrabra 05/2020 - 01/2021

Creative Copywriter

- Managed social media and creative projects, directed brand communication across digital, social, print, video, and campaign materials.

ISD Group 02/2019 - 04/2020

Communications Manager

- Oversaw all agency communications, managed creative teams and contractors, and handled PR, social media, copywriting, event planning, and outreach to international talent.

All-Ukrainian Advertising Coalition 07/2017 - 11/2018

Public Relations Manager

- Organized local and international ad festivals, managed SMM, copywriting, media relations, jury coordination, and designer collaboration.

LANGUAGES

UKRAINIAN



ENGLISH

