

TATIANA DUDIN

I'm a passionate senior copywriter that combines writing, technology and marketing to write copy that is beautiful, original and accessible.

My goal is to be a multi-versed and innovative creator that keeps up with our evolving digital world without aesthetic compromise.

GENERAL INFORMATION

Toronto
Canada

LOCATION



416

846

1770

WORK EXPERIENCE

ECOBEE

Dec 2021 - Present

SENIOR COPYWRITER, Toronto Canada

- Oversaw the copy direction for Q4 copy needs and maintained ecobee's tone of voice and brand ethos throughout all copy assets
- Collaborated with design, marketing, product, web and UX teams to create digital and print assets such as emails, banner ads and online and in-store retail sheets, just to name a few
- Onboarded, briefed and managed contract copywriters and worked with external stakeholders and vendors

RECENT FREELANCE

June 2012 - Jul 2022

SENIOR COPYWRITER, Worldwide

- Moderna: Worked with Apply Digital, a digital design agency, to rewrite and expand Moderna's website for a global audience using language that is accessible, user-friendly and scientifically accurate
- Helped refine the brand voice and led concepting with UX, design and strategy teams to create content that explains complex scientific facts and tells Moderna's story to consumers, investors and job-seekers
- Athabasca University: Wrote new and used existing web copy to create a united voice for the faculty pages of Canada's first remote-learning university
- Collaborated with UX designers to organize course and faculty information and maintained Athabasca University's brand voice throughout all content
- Color Space Hair: Wrote all copy assets for the launch of a B2B hair colour product, including web, video scripts, taglines and educational materials
- Worked closely with the co-founders, creative director and the marketing and product teams to define the brand story and voice

WESTMOUNT SOLUTIONS

May 2020 - Nov 2021

Content & Communications Manager, Toronto Canada

- Wrote web and product copy and created content for the clients of a custom eCommerce solutions company
- Worked with graphic designers and product managers and managed junior writers to craft the company's social media content and strategy
- Oversaw all copy creation for company rebrand and website relaunch

OTHER FREELANCE

B12

RELIABLE CORP

KUZCO LIGHTING

HEY CARSON

SBS JOURNALIST

LAUNCH PR

LOFT404

SKILLS



COPY



EQ



UX



SEO



ADOBE CREATIVE
CLOUD

KNOWLEDGE GAINED

HUMANITIES

UNIVERSITY OF TORONTO
2005

FINE ART

CENTENNIAL COLLEGE
2007

RUBY

Sep 2019 - April 2020

COPYWRITER, Toronto Canada

- o Collaborated with design, SEO, product and UX teams to write email, landing page, articles, mobile, video and OOH content for Ashley Madison
- o Introduced a creative briefing process and social content calendar to streamline creative production and improve inter-team communication
- o Edited and reviewed copy and visual content of junior staff

ENDEAVOUR DRINKS GROUP

Dec 2016 - Dec 2017

CREATIVE COPYWRITER, Sydney Australia

- o Developed copy for Dan Murphy's, Cellarmasters and BWS, all owned by Woolworths Ltd - Australia's largest drinks retailer with an email database of over 2.5 million people
- o Collaborated with designers, marketers, and suppliers to write digital and print copy about some of the world's biggest alcohol brands like Smirnoff, Heineken and Corona for the Australian market
- o Sought ways to continuously improve writing processes which saw email open rates increase by 7% during my time there

WELLCOM

Aug 2015 - Jan 2016

COPYWRITER, Sydney Australia

- o Developed copy for holiday campaigns and new collection launches across all digital and print media for Freedom Furniture, Australia and New Zealand's largest furniture retailer with 65 stores across both countries

HOSTED~FTP~

Apr 2011 - March 2014

CONTENT PRODUCER, Toronto/Kitchener-Waterloo

- o Developed technical and consumer-friendly copy across all aspects of a SaaS business, such as FAQs, service descriptions and technical guides

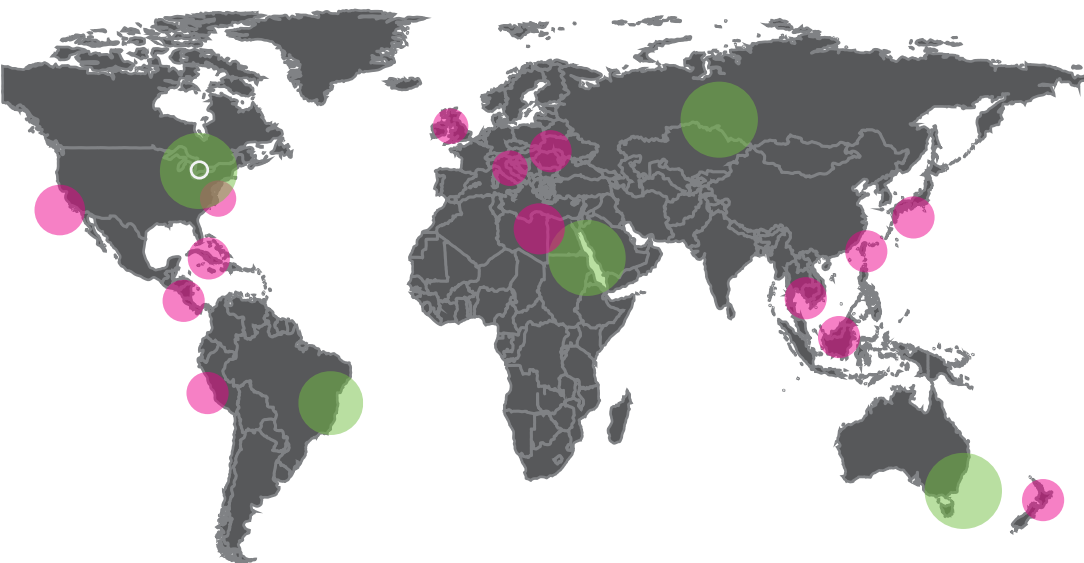
ARTSYNC TV

Oct 2010 - Sept 2013

TV HOST & CONTENT MARKETER, Toronto Canada

- o Worked with a team to create, develop and host a TV show about Toronto's art scene that aired on Rogers, one of Canada's biggest telco companies

PLACES LIVED & TRAVELLED



EKATERINBURG TEL-AVIV SYDNEY SALVADOR TORONTO

LABO(U)R OF LOVE

KINO KABARET

Wrote scripts and assisted in directing of short films as a part of a 48hr Sydney film challenge

SJWF

Managed the twitter account for the Sydney Jewish Writers Festival during the event

GRAFFITI DOCUMENTARY

Directed and wrote the script for a 30 minute doco about Toronto's Graffiti Scene, which included an interview with the mayor and graffiti artists

WYCHWOOD ART CRAWL

Organized a community art-show which featured youth artwork for a Toronto-wide event

THINKING PROCESS



LANGUAGES SPOKEN

FLUENT

ENGLISH
RUSSIAN

FAIR

PORTUGUESE

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