Alexis Zygan

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**Summary**

A detail-oriented communicator with three years of experience as a freelance writer. Executes quickly and accurately to complete work in accordance with guidelines to produce content. Expertise in developing creative concepts, collaborating with other departments and website management seeking a growth-oriented position in communications.

**Skills**

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| * Outstanding Customer Service
* Brand Development
* Bilingual in English and Polish
* Adobe Creative Suite
* Social Media Management
* Professional Business Writing
* Knowledge of SEO
* Copywriting, editing, and review
 | * Superb Writer and Editor
* Microsoft Office Suite
* Deadline Driven
* Compelling Public Speaker
* Excellent Written and Verbal communicator
* Promotional marketing and advertising
* Team collaboration
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**Experience**

Content Coordinator, Best Version Media, March 2019 - Current

Coquitlam, BC

* Serve as a key contributor in all phases of artistic concept design, collaborating with key strategists to increase the quality of final content.
* Partner with Public Relations to develop distinctive content aligning with brand image and message.
* Produce innovative and impactful promotional plans and content that supports a boost in profits, competitive performance, and market share by over 20%.
* Edit content submitted from contributors using the BackOffice content management system.

Writer, Freelance, June 2018 - Current

Vancouver BC

* Write on a WordPress blog, website copy and articles, carefully proofreading each in order to provide clear and consistent work.
* Pitch and execute captivating writing for Capilano Courier, Exclaim, Sad Mag and The Other Press.
* Conduct research and compile findings in an organized manner from which to write articles.
* Use email, Skype, Zoom and telephone communication to discuss projects and complete articles.

Contributor, CITR Radio, January 2018 - September 2020

Vancouver, BC

* Created over 20 original articles in 2019.
* Interviewed sources to produce a music video release and album review.
* Represented CITR at local concerts, festivals and an art show for promotion.
* Pitched topics with other creative team members.
* Worked closely with editor-in-chief to deliver project requirements, develop solutions and meet deadlines.

**Education and Training**

Bachelor of Communications

Capilano University, North Vancouver December 2019

* Received Dean's List Honouree spring of 2018.
* 3.08 GPA
* Completed coursework in Public Relations, Interpersonal Communication, Magazine Publishing and Crisis Communication.