

Polina Kuznetsova

Education

Master of Science in Journalism, Columbia University, New York
Bachelor of Arts in Communications, John Cabot University, Rome

Employment History

Content Marketing Specialist, Bioniq | Dubai, U.A.E.

May 2022 – present

- Managing monthly content calendar and creating compelling copy for social media, websites, landing pages and Bioniq blog to drive traffic and increase conversions
- Developing email marketing campaigns (CRM, sales campaigns, monthly newsletters, and value-added content) to enhance customer retention and conversion rates
- Serving as a liaison between customers and the company, effectively resolving product inquiries, as well as identifying business opportunities and product enhancements

Editor, Fiker Institute | Dubai, U.A.E.

Jan 2022 – Mar 2022

- Edited and proofread publications from guest writers and fellows
- Developed an editorial calendar that provided a framework for publications
- Planned speaker events, reviewed fellowship applications, and drafted proposals for knowledge partnerships and collaborations

Freelance Content Creator, Spark! Studios | Dubai, U.A.E.

Nov 2021 – Jan 2022

- Collaborated with CEO to produce digital content for brands and businesses across GCC
- Successfully recruited voice-over actors, ensuring high-quality audio for projects
- Drafted and secured partnership proposals

Freelance Reporter, National Network Communications | Sharjah, U.A.E.

Nov 2021

- Delivered four press releases a day, wrote special features, and interviewed politicians, writers and artists. Collaborated with photographers to ensure high-quality visuals
- Provided press coverage at Sharjah International Book Fair 2021

Fashion Reporter, CR Fashion Book (Hearst Group) | New York, U.S.A.

Jan – May 2021

- Wrote long-form features about fashion, beauty and culture. Covered fashion weeks.
- Secured access to exclusive content, communicating with PR agencies for new luxury product releases. Conducted in-depth market research to stay on top of industry trends, establishing the publication as a thought leader in fashion and culture.

Part-Time Graduate Journalism Tutor, InGenius Prep | Remote

Nov 2020 – Feb 2022

- Provided application guidance to individuals applying to leading U.S. journalism programs
- Workshopped and edited essays, collaborating with a team of counselors to support each student's progress

Skills: Digital Marketing, Community Management, Social Media Management, Audience Engagement, Copywriting, Magazine Writing, Editing & Proofreading, Creative Writing, Hubspot, Adobe Premiere Pro, Adobe Photoshop, Figma, SEO

Languages: English, Russian, Italian

Awards: Academic Excellence Award in Creative Writing, Rome, Italy