

LOLITA LAIZAN

Product Manager | Creative & Content Strategist | Copywriter

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ABOUT ME

Creative and product professional with 10 years of experience across advertising, media, marketing, UX, and digital products, including 1.5 years in product and project management. Experienced in developing creative concepts, content strategies, user experiences, and launching products from 0→1. Combines storytelling, audience research, strategic thinking, and cross-functional leadership, with experience across Ukrainian and US markets and digital products reaching 25M+ users.

WORK EXPERIENCE

Product Manager

AMO Pictures | 2025-2026

- Built an international talent acquisition project for vertical drama productions from 0→1, shaping its strategy, positioning, user journeys, and go-to-market.
- Led product discovery, translating audience and market insights into product hypotheses, solutions, and iterations.
- Developed the information architecture and UX copy for the project's one-stop-shop landing page, addressing key user pain points and designing the submission form.
- Developed acquisition funnels, communication materials, and partnerships with US talent agencies.
- Coordinated development, SMM, and production teams to bring product and creative initiatives from concept to launch.

Generalist Creative Copywriter

Fedoriv Agency · Novy Channel · 1+1 Media · Ministry of Digital Transformation · Diia · Muster Marketing Agency | 2016-2024

- Developed creative concepts, brand messaging, scripts, and copy for 360° advertising campaigns across digital, television, and other channels.
- Created promotional video scripts, slogans, headlines, and storytelling concepts for 50+ entertainment products.
- Developed UX copy, user journeys, and information architecture for 30+ government digital services in Diia, a platform reaching 25M+ users.
- Worked on content strategies, brand tone of voice, and communication guidelines, adapting messaging to different audiences and business objectives.
- Collaborated with designers, marketers, product managers, and production teams to take creative and digital initiatives from concept to execution.

SKILLS

- **Product:** Strategy · Product Discovery · User Research · Product Hypotheses · Funnel Development · Prioritization · Go-to-Market
- **Marketing & Creative:** Audience Research · Market Research · Positioning · Content Strategy · Brand Communication · UX
- **Execution:** Cross-functional Collaboration · Stakeholder Management · Figma · AI-assisted Workflows

LANGUAGES

- English – Fluent
- Ukrainian – Native
- German – Basic

EDUCATION

Specialist of Arts in Language and Literature
V. N. Karazin Kharkiv National University | 2010 - 2015