

KATERYNA BARBALAT

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EXPERIENCE

2024–2026

Bickerstaff.007

Creative Group Head

2023–2024

Bickerstaff.007

Creative Copywriter

2022–2023

Freelance creator

2020–2022

McCann Kyiv

Creative Copywriter

2019–2020

Pango Creative Team, branding agency, Kyiv

Creative Copywriter

Graphic Designer (Brand Identity)

SMM (Content Maker)

2008–2019

Colorit Studio (Design & Print), **Vinnytsia**

Owner & CEO

EDUCATION

Hoala Amsterdam

Brand Strategy Master Course 2022

Kyiv Academy of Media Arts

Brand Identity (Naming intensive)

RYBA: writing academy

Copywriting and storytelling course

Coursera

Viral Marketing and How to Craft Contagious Content

Khan Academy

The Art of Storytelling by Pixar



36+ AWARDS

international & local



ADDITIONAL

+ English: C1/C2

+ Business background

+ Graphic design skills

+ Leadership skills

+ Art direction experience

+ Public speaking

TEACHING

KAMA, lectures on copywriting.

SKVOT, lectures on copywriting.

and others on demand.

PUBLICATIONS

L[A] **ADWEEK** **The Guardian** **roastbrief**®

AdAge **Forbes** **Creativepool**

AD ADDICT GLOBAL **FAD** **monopol**