

Svitlana Burmistrova

Kyiv, Ukraine

svitlana.k.burmistrova@gmail.com | t.me/burmistrova_lana | www.svitlana.info

EDUCATION

- 2022 – 2026 **National University of Kyiv-Mohyla Academy**
B.A. in Germanic Languages, Literatures and Translation
GPA: 91/100
- 03/2024 – 05/2024 **Litosvita**
Course: Copywriting and Commercial Texts
Studied copywriting tools, text editing, stylistic techniques, and engaging social media writing.
- 09/2024 – 10/2024 **Online Courses in Digital Philology**
Course: CAT Tools in Translation
Trained in computer-assisted translation workflows using Trados and MateCat.
- 12/2022 – 02/2023 **ENGIN**
Program Participant
Improved spoken English fluency through regular weekly conversations with a native speaker.

PROFESSIONAL EXPERIENCE

- 10/2024 – Present **O.Poetry (Student Organization)**
Copywriter
- Created engaging content for Telegram and Instagram, promoting events and maintaining consistent audience interest.
 - Edited and refined educational and promotional texts to improve clarity, tone, and overall content quality.
 - Contributed to the organization of literary events, including book clubs, readings, and themed evenings, enhancing participant experience through effective communication.
- 02/2026 – Present
02/2025 – 03/2025 **Day of the Faculty of Humanities (University Event)**
SMM Manager
- Managed and developed the event's Instagram account, increasing visibility and audience engagement.
 - Achieved 16,000 views within 30 days through a targeted organic content strategy.
 - Reached 5,180 unique accounts (+764.8%), significantly expanding audience exposure.
 - Attracted a broad new audience, with 69% of reach coming from non-followers, indicating strong content discoverability.
 - Generated 549 interactions, improving engagement through optimized content formats.
 - Grew the account by 29 new followers during the campaign.
 - Developed and executed a structured content plan across posts and Reels, ensuring consistent and effective communication.
 - Produced visual content, including photography, video editing, and promotional materials.
 - Wrote engaging copy for announcements and campaigns to enhance audience interaction.
 - Continuously monitored analytics and optimized content strategy to maximize performance.
- 11/2024 – 01/2026 **English School "Result"**
English Teacher | 11/2024 – 01/2026
- Delivered personalized individual and group lessons, improving student engagement and learning outcomes.
 - Designed tailored lesson plans based on students' goals and proficiency levels.
 - Provided structured feedback to support measurable progress and skill development.
 - Enhanced teaching effectiveness through ongoing professional training in modern methodologies.
- SMM Manager** | 05/2025 – 01/2026
- Created and managed content for the school's Telegram channel, improving communication consistency and increasing audience engagement.
- 08/2023 – 11/2024 **JustSchool**
English Teacher; Lecturer for the "Obyrai Svidomo" project
- Conducted trial lessons, contributing to student acquisition and creating a strong first impression of the school.
 - Taught approximately 60 students in individual and group formats, maintaining high engagement and lesson effectiveness.
 - Provided detailed feedback to help students understand progress and improve performance.
 - Developed customized learning materials to enhance lesson quality and relevance.
 - Delivered lectures for high school students on entrance exams and university choice, contributing to informed decision-making.