**YULIIA MORAVEJ**

**CREATIVE PORTFOLIO**

Dear Sir or Madam,

et me kindly present you the brief summary of my works carried out by me personally in my ex-roles at the European Business Association.

The works are related to:

creative copywriting, translation and content creation (articles, op-eds, commentaries, presentations, news releases and post-releases, survey summaries);

translation;

design works associated with events management, significant projects etc;

content and ideas generation (new survey formats, event and project pitches, sponsorship proposals etc);

corporate brand identity supervision, social media management etc.

I greatly appreciate your time and consideration of my professional portfolio and I look forward to hearing from you soon.

Yuliia Moravej

**Copywriting (English, Ukrainian, Russian), translation and content generation:**

<https://www.weforum.org/agenda/2015/06/why-entrepreneurs-will-define-the-future-of-ukraine>

<https://voxukraine.org/en/anna-derevyanko-cosmetic-changes-will-not-work-for-the-society-eng/>

<https://drive.google.com/file/d/1QZf_N-3-F6BEA47l7V00jQsksdcfifmA/view?usp=sharing>

EBA’s mission and vision were renewed and created by me

<https://drive.google.com/file/d/1UQl-gcC9D8nhbyOgwyUlJdEyPHV6NHiK/view?usp=sharing>

The idea behind Business Forecast and overall project implementation

<https://drive.google.com/file/d/17l_AZjhsG4OZGua_WYorEfIGtx94lIvZ/view?usp=sharing>

**Presentation content, copywriting and design (MS Power Point, Canva online editor)**

<https://drive.google.com/file/d/1cI3QuH6tbuXcHL4wRPqgwa6m_1T99tJE/view?usp=sharing>

<https://www.slideshare.net/juliagotsyk/cash-registers-49724894>

<https://www.slideshare.net/juliagotsyk/estonia-unedit>

<https://www.slideshare.net/juliagotsyk/taxation-in-ukraine-in-the-eyes-of-business>

Transformation of EBA Investment Index results presentation into reader-friendly format:

Before <https://eba.com.ua/static/indices/iai/index26_results_eng.pdf>

After <https://www.slideshare.net/juliagotsyk/eba-investment-attractiveness-index-ukraine>

**Overall PR, Marketing and Communications support** of two software conferences in the US, including content production, branding and logo creation, communication with media at all stages, event planning and management etc - performed by me

Stored here are some conference materials:

<https://drive.google.com/drive/folders/1QmFNVH3FPno5mbWldIy3RVDoTqkhUMvO?usp=sharing>

**Significant contribution to the visual identity and communication of the EBA Annual General Membership Meeting**, some event materials developed by me are below:

<https://drive.google.com/drive/folders/1dkYaUU8iuI_EkL8G0q55CACg4KFsQ908?usp=sharing>

**Evolution of the EBA brandbook**

Before

<https://drive.google.com/file/d/1asQt4DP82PQxs-Lr9HpsDWD-3geHVFAK/view?usp=sharing>

<https://drive.google.com/file/d/1pZQlMI97OrYoyDyD2ip7rw7JW3Yl-T21/view?usp=sharing>

<https://drive.google.com/file/d/1S7EtJvwa4mxUk03PdBOgnGj4INLiYERg/view?usp=sharing>

and after - under my guidance and my copywriting:

<http://project247344.tilda.ws/communications2017>

[www.eba.com.ua](http://www.eba.com.ua)

<https://drive.google.com/file/d/1gQSdgMrzakFpqLqfDwiS6R7xUg8du93x/view?usp=sharing>

**Some other snapshots into my works:**

EBA Corporate movie development, from scratch and from the very idea and concept, scenario, again copywriting and shooting process organization:

<https://www.youtube.com/watch?v=vxKHXWJs6z8>

SMM for EBA facebook page <https://www.facebook.com/EBA.Ukraine/> - 20 000 followers) which keeps the lead and top positions if compared to similar associations, NGOs

EBA Communications hub https://www.facebook.com/groups/eba.marketing.pr/(transformed from a small group into a powerful community of PR and Marketing professionals with 6500 members)