

Olivia Lipski

lipskiolivia@gmail.com • Brooklyn, NY

<https://www.olivialipski.com> • <https://www.linkedin.com/in/olivialipski/>

Highly motivated and meticulous writer, editor, and content creator. Expertise in writing about tech, marketing/ advertising, travel, and food.

Professional Experience

Freelance Writer • Android Central • New York, NY • January 2021–Present

Android Central is a website dedicated to technology enthusiasts seeking in-depth buying guides, product reviews, and help when it comes to the world of tech. Read my work [here](#).

- Write and publish articles, including short instructional posts (how-to, Q&A, and evergreen content) and longer feature pieces (buying guides and product comparisons) with a focus on Smart Home and Mobile.
- Edit, optimize, and update articles to cover any SEO gaps across categories.
- Conduct in-depth research and fact check to share a reliable editorial point of view for product recommendations.
- Find and secure relevant images, videos, and other media to draw readers into posts and retain them.

Content Creation Manager • Association of National Advertisers • New York, NY • May 2018–Present

The [ANA](#) is a member association that seeks to drive growth for marketing professionals, brands, and businesses through its national events and extensive content library of event recaps, case studies, and articles about marketing trends.

- Write, edit, and publish 100+ original content pieces annually about marketing best practices and strategies, trends, technology, and case studies.
- Report on ANA conferences and create recaps that capture insights and key takeaways.
- Produce three publications annually that share the latest resources on a key marketing and advertising topic—i.e., the evolution of retail and e-commerce, brand purpose, and content marketing.
- Create and edit content and copy about innovation, technology, and trends for ANA's microsite, [ANA Marketing Futures](#).

Communications Associate • Cammeby's International • New York, NY • April 2017–May 2018

Cammeby's International is an NYC-based real estate investment company with more than \$13 billion in assets.

- Manage social media platforms and create custom editorial, photo, and video content of real estate properties to increase organic reach and engagement.
- Write all communications copy and collaborate with marketing designers to create promotional assets of real estate properties, including monthly newsletters, digital ads, flyers, and brochures.

Business Development Associate • France 24 • Paris, France • April 2015–December 2016

France 24 is a 24/7 cable news channel headquartered in France and offered around the globe in four languages.

- Create content for advertisers and partners on France 24's travel website and develop brand awareness campaigns in collaboration with international TV operators.
- Ensure the network's distribution among hotel groups, airlines, universities, and embassies by establishing 150+ global partnerships, and represent France 24 at international trade shows across Europe to increase brand awareness.

Communications Assistant • National Geographic Channel • Paris, France • Sept. 2014–April 2015

- Write show synopses for streaming platforms, edit production scripts, prepare press releases, and design presentations on new shows for three networks: National Geographic Channel, Nat Geo Wild, and Voyage.

Editorial Intern • CNN International • Paris, France • May 2014–September 2014

- Write news stories and develop special features, conduct research/translations, and assist in the filming and production of live reports and CNN shows.

Education

The George Washington University • Bachelor's Degree in Political Science, French, and Journalism • 2008-2012

The Paris Institute of Political Studies • Master's Degree in Communications • 2013-2015

Skills

Languages: English (native) • French (fluent) • Polish (fluent)

Software: Microsoft Suite • Squarespace • WordPress • Various CMS • Adobe Creative Suite