

KATJA JAKUP

MARKETING AND LANGUAGE SPECIALIST,
WRITER, EDITOR

CONTACT

 katjakakup1@gmail.com

 katja-jakup

SUMMARY

Versatile marketing and language specialist, writer and editor with a background in Communication and Media, specializing in Marketing. Skilled in SEO optimization, content creation, copywriting, and technical writing. Experienced in managing email campaigns, social media content, and translating between English and Slovenian. Proficient in using digital tools to drive engagement and enhance brand visibility. Native Slovenian speaker with near-native English proficiency.

SKILLS

PROFESSIONAL

- SEO optimization
- (Copy) Writing
- Editing
- Translation
- CMS systems
- Marketing
- Analytics
- Graphic design
- CAT tools
- SEO tools
- Social media
- Collaboration tools
- Attention to detail

EDUCATION

BACHELOR OF COMMUNICATION

University of Applied
Sciences, Utrecht,
Netherlands

WORKING EXPERIENCE

LANGUAGE SPECIALIST ENGLISH - SLOVENE

Worked as a Language Specialist for a Fortune 500 company, translating articles between English and Slovene across various industries. Utilized CAT tools and other translation software to ensure accuracy and consistency. Edited and refined translated articles to maintain high-quality standards. Collaborated with clients to understand specific requirements and delivered polished translations within tight deadlines. Demonstrated exceptional linguistic skills and attention to detail in all projects.

CONTENT WRITER & EDITOR

Worked as a Content Writer and Editor for a technological company, producing high-quality articles and content for their website and social media platforms. Utilized Slack for team communication and collaboration. Translated content between Slovenian and English, ensuring cultural and contextual accuracy. Meticulously proofread others' work to maintain high standards. Consistently met tight client deadlines, demonstrating strong time management skills.

DIGITAL MARKETING SPECIALIST

Designed and executed targeted email campaigns, significantly improving open rates. Created content for Instagram and LinkedIn, enhancing brand visibility and customer engagement. Managed LinkedIn ads and tracked performance with Google Analytics. Provided social media customer support and designed a company brochure for events. Utilized Buffer, Hootsuite, Mailchimp, and Canva for consistent brand messaging.