

Otilia Năstase

Copywriter

Passionate about writing and children's literature, I've turned my childhood passion into a rewarding career. Outside work, I enjoy filming and creating UGC content, currently reviewing LEGO products.

Deeply invested in self-publishing and copyediting, I eagerly anticipate the next chapter in my writing journey.

Work experience

Article Writer | Game Rant

Feb 2023 to Present

- **Time management:** Proficient in managing tight deadlines, consistently delivering a minimum of four 1200-word articles weekly across diverse topics. Demonstrated exceptional attention to detail while juggling multiple articles simultaneously.
- **Content strategy:** Partnered with editorial teams to develop and execute brand-aligned content strategies, ensuring consistent messaging and tone across all channels.
- **Reader engagement:** Enhanced reader experience by incorporating relevant links and visuals, enriching articles and fostering increased reader engagement and retention.

Ghostwriter | Upwork

2021 to 2023

- **Research:** Conducted in-depth research to gather relevant information aligned with the employer's requirements, ensuring accuracy and quality in the written material.
- **Content development:** Offered valuable suggestions for future articles by studying specific topics on demand, contributing to the enhancement of content diversity and relevance.

Publishing & distribution

Donk The Donkey's Quest For Rest | KDP

- **Full-fledged process:** Led the entire process of creating a captivating children's story, from ideation and writing, to illustration, proficient editing and proofreading, all the way through to successful self-publishing.
- **Distribution:** Successfully distributed the book to The Donkey Sanctuary, the largest donkey non-profit organization globally, contributing to wider outreach and impact.



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Bucharest, Romania

Education

University of Bucharest

2019 to 2022

Bachelor's in Universal and Comparative Literature

Key competencies

Copywriting

Crafting persuasive content to captivate audiences across platforms.

Content development

Generating engaging content from concept to execution for target audiences.

Self-publishing

Independently managing creative works from production to promotion.

Copyediting

Meticulously refining written material for clarity and accuracy.

Tools

Word, Grammarly, Hemingway, Evernote, WordPress, Jira, Asana, Canva, Procreate, InDesign, Photoshop, Final Cut Pro