

A black and white photograph of a woman in profile, looking out of a large, circular window. She has dark hair pulled back into a bun and is wearing a light-colored, long-sleeved top. The window frame is visible as a thin line, and the background outside is bright and out of focus. The overall mood is contemplative and serene.

# PORTFOLIO

GREAT IDEAS GROW WHERE INSIGHT MEETS DEEP  
LISTENING

# WELCOME!



AI CREATIVE STRATEGIST | BRAND  
STORYTELLER | TREND ANALYST

Hi, I'm Olga Evdokimova!

I'm passionate about shaping the future of wellness, beauty, and tech through storytelling, innovation, and emotional intelligence

My background spans Amazon brand content, customer experience, event magic, and cross-cultural connection.

Trend researcher with soul

Content Creator for brands that think and feel

Community builder for gentle revolutions

Human-centric strategist for wellness & tech

AI-enhanced marketer & automation explore

Creative generalist in a world of specialists

# MAIN CASES



## AMAZON BRAND – CONTENT & BRAND STORYTELLING



Amazon Private Label

Crafted engaging product content and storytelling for an Amazon wellness brand (Home, Patio categories)

Focused on customer-centric language, and consistent tone of voice reducing CPC by 15% and increasing conversion rates by 20%

Helped improve brand recognition and conversion through clean, value-driven product listings

Launched 10+ products end-to-end (research » A+ Content » PPC » SEO)

Built a network of influencers across US market - »research

Conducted competitive market research for Walmart and TikTok Shop ecosystems

## Novakid Help Center – Content Strategy & UX Writing & Influencer Strategy



Contributed to improving Novakid's Help Center by auditing and rewriting support content for clarity, tone, and navigation

Collaborated with product and support teams to align language with user needs and reduce support tickets

Translated complex topics into clear, empathetic copy for parents and educators

Led chatbot improvements, increasing self-service usage by 51%

Reduced support tickets by 20% through UX-focused rewrites

Negotiated and managed collaborations with 20+ influencers (France), aligning content with brand values and target audiences (parents)

Novakid



## Trend Research – Creative Insights & Future Thinking



Conducted trend research in wellness, beauty, fashion, tech, and lifestyle to support content and brand direction

Tracked micro and macro trends, consumer behavior, and cultural shifts to generate fresh ideas and insights

Blended intuition with data to forecast meaningful content directions

## Event Manager – Coordination & Human Connection



Organized live events focused on wellness, education, fashion, and community

Handled from concept to execution: branding, logistics, partnerships, and emotional storytelling

Known for creating safe, inspiring spaces that leave people feeling seen and energized



MBFW Russia  
- Dress By Olya Gerasimenko

Brand



FRANCHISE FESTIVAL Nffrussia



Volunteer project Nepal Fest



## Event Hostess & Brand Ambassador



Represented high-end international brands at luxury & corporate events

Ensured VIP guest experience at major conferences, activations, & PR events

I brought elegance, presence, and adaptability to luxury activations and cultural events

### Notable Collaborations

Chanel, Hewlett Packard, Armani, Roland Garros, Galleries Lafayette, RTL, Relay France, IKEA etc

PROMO IKEA Lounge à l'aéroport Roissy-Charles de Gaulle

**Personal Essays & Cultural Commentary**

A personal essay dissecting Millennial/Gen-Z identity through humor and trendspotting

Guest feature for YourTango

Science Communication Sample for Biotech Startup  
Adapting complex research on wine polyphenols & gut microbiome into engaging Telegram content

Sample -RU

Project: "Why Privacy Matters (Even If You Have Nothing to Hide)"  
Long-form editorial Sample for a digital content agency

Medium article

Project: "How Ancient Wellness Trends Are Reshaping the \$4T Industry"  
Thought leadership post on LinkedIn analyzing Shilajit’s market resurgence

Linkedin post



# KEY SKILLS & VALUES



## Creative Content & Copywriting

A storyteller with a deep sense for nuance, beauty, and emotional resonance

## Trendspotting & Research

From micro-movements to macro shifts - I turn complexity into clarity and inspiration

## Empathy & Communication

I listen deeply and communicate with intent. I value honesty and emotional intelligence over performance

## Calm Strategy

I bring order to the abstract. I create from intuition and insight, not pressure

## Cross-Cultural Adaptability

Trilingual and globally-minded - I translate experiences across cultures, voices, and values

## Tools:

Analytics: Google Trends, SellerBoard, Helium10, Trend Hunter, Google Analytics, Keepa

AI/Creative: ChatGPT, Canva, Leonardo AI, Deep Seek, Reve, Perplexity, Consensus

Project: Trello, Notion, Confluence, Intercom

# CONTACT ME

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**LINKEDIN**

**TELEGRAM**

**Who I am**

Remote & Everywhere

Let's create something meaningful together!

