

**Ekaterina Krivova**

# Content Lead

kat.krivova@gmail.com · linkedin.com/in/ekaterinakrivova · katkrivova.com · Ljubljana, Slovenia · Remote-first · EU work authorisation

## PROFILE

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Content lead with 10+ years running editorial systems end to end: production cadence, multi-channel publishing, and the automations that keep both alive. I work with Claude and other LLMs on live production content daily and know where they drift — invented specifics, flattened structure, sentences that pass a grammar check and still sound like nobody wrote them.

I carry a large batch of small tasks without being chased, and I would rather build a repeatable system than keep remembering the work. Comfortable across content, coordination, and the tracker that holds it together.

## EXPERIENCE

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### **Content Lead, Product & Support** · Admirals — Global FinTech Broker

*Nov 2022 – Sep 2026 · Remote*

- Owned the Help Center as a living content system across 10+ languages on web and mobile: information architecture, article production, and a continuous refresh cycle that kept a large published library accurate as products, fees, and regulation change.
- Audited published articles against real usage data and rewrote them — structure, facts, links, formatting — rather than leaving them to age. Content is measured by whether it resolves the question, not by how much of it ships.
- Wrote and maintained the UX copy and microcopy across the support surface: Help Center, AI assistant, SMS, and product emails, holding one voice across all of them.
- Designed the AI assistant from scratch and trained it on the same content library: dialogue paths, scripting, and answer quality reviewed against live chat logs. The Help Center and assistant resolved 71–85% of support cases without human intervention, at the lowest chat escalation rate in the company (35%) and record Help Center traffic.
- Built a centralised event-driven onboarding and lifecycle communication framework spanning Product, CRM, and Operations, replacing scattered manual sends with triggered journeys.
- Turned support conversations, CSAT, and behavioural data into a prioritised content backlog, then worked with Product, Engineering, Compliance, and KYC to close the gaps that content alone cannot fix.

### **Content Team Lead** · Yoga Academy — Wellness EdTech Platform

*2023 · Remote*

- Ran the full editorial cycle for a B2C education product: planning, production, publishing, and post-publish review at a steady monthly cadence, keeping a live library current rather than shipping and forgetting.
- Built a customer-insight-driven content ecosystem connecting acquisition, onboarding, education, and retention, so each piece had a defined job in the journey instead of existing on its own.
- Designed segmented onboarding journeys for four distinct audience groups, replacing one generic sequence with paths matched to what each group actually came for.
- Replaced fragmented manual sends with event-driven trigger architecture, so lifecycle communication ran on user behaviour instead of someone remembering to press send.
- Coordinated everything a piece needed before it shipped: instructor quotes and photos, cover briefs, designer handoffs, vendor invoices and approvals — chasing the missing part rather than waiting for it.
- Led a cross-functional content team and owned the calendar and change records as the single source of truth for a distributed group.

### **Content Lead** · BTicino — Electrical Design Leader

*Jan 2018 – Mar 2020*

- Developed enterprise content strategy across product lines and channels, with UX-focused content and microcopy that improved onboarding and engagement.

- Introduced testing and optimisation practices, treating published content as something to measure and revise rather than finish.

## **Content Manager** · Legrand — Electrical Equipment Leader

*Jan 2013 – Jan 2018*

- Created product content and reusable content systems used across multiple product lines, with style guides and standards that kept a large catalogue consistent.
- Supported marketing and sales through product storytelling and editorial content, working to strict technical accuracy requirements.

## **SKILLS & TOOLS**

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**AI in production:** Claude and other LLMs for drafting, refreshing, and reviewing live copy; prompt iteration; conversational AI training; spotting AI patterns in published text.

**Content operations:** Editorial cadence, content audits and refresh cycles, change logs, information architecture, knowledge management, localisation, UX writing, A/B testing, analytics.

**Tools:** Jira, Notion, Confluence, Figma, Miro, WordPress, Zendesk, Freshdesk, Intercom, n8n, Google Analytics, Slack. Comfortable picking up GitHub and Claude Code.

**Languages:** Russian (native), English (C1), French (C1), Slovenian (A2).

## **CERTIFICATIONS**

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- Advanced Conversation Design — Google (2025)
- Conversation Design Fundamentals — Google (2025)
- UX Design Patterns — Uxcel (2024)
- UX Research — Uxcel (2024)

## **EDUCATION**

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- Russian University of Humanities — BA, Communication & Media Studies
- Advanced Communication School MACS — Postgraduate Studies
- BBDO Academy Wordshop — Brand Strategy