



Oana Petrache

07454 566 293 // hello@oanapetrache.com

Profile & Objective

Web content specialist with a knack for tech.

Aerospace engineer by education & copywriter by experience, I am combining the best out of two – method and creativity. Truth be told, being is knowing as far as I am concerned. Curiosity defines me and I can storytell the ingredients of fire retardant paint.

I shine in technical projects. Digital copy is my bread and butter. Briefs are a must; brand guidelines a nice to have. Information architecture, target audience & user journeys are always in the back of my mind. In everything I've done so far, I've touched on branding & user research.

Delivery tools or platforms? I have an engineering background, so tech is not a problem.

Experience

Web writing & more

Experience writer for Cult Wines // Apr - Aug 2020

Cult Wines combines fine wine knowledge and investment expertise to offer their clients the highest standard of fine wine investment. I was hired to support the website overhaul for the North American market.

My responsibilities

- (Re)write copy in an engaging user-centred way
- Improve the web experience.

My achievements

- Web copy for the North American market
- Led workshops with the UX agency that designed the experience
- Designed the information architecture of some web pages
- Successfully completed user research
 - Designed surveys for both existing clients and leads
 - Put together a mindmap to support the wireframe design of the website
 - Created user personas
 - Established user experience journeys

UX copywriter at Yobota // Jan - Apr 2020

Yobota is a fintech startup that will shape the future of banking. Its product, the Yobota Platform, enables banks to create the financial products that best suit their clients' needs.

My responsibilities

- Create engaging UX copy for white label apps
- Produce copy for website, social media, press releases
- Help consolidate the brand

My achievements

- Supported the UX team with copy to create a seamless app experience
- Wrote landing page samples showcasing two different copy approaches
- Successfully completed the Research and Strategy phases in the Rebranding process I have led. This implied:
 - Interviews with both internal and external parties to establish the current brand position
 - Internal survey to understand how the brand is regarded
 - Brand positioning – proposition, values, mission & vision
 - Produced the first tone of voice for the company

Sales deck writer at Clarksons // Jul - Nov 2019

Clarksons is a leader in the shipbroking industry. In the past years, Clarksons has invested in technology. Currently, under the brand Sea/, the company is rolling out products for the shipping market.

My responsibility was to support the sales team with materials showcasing the Sea/ apps capabilities.

My achievements

- Interviewed developers and stakeholders to get a proper understanding of the Sea/ apps
- Produced marketing materials that showcased tech-rich apps in a relatable straight-forward way consistent with the target audience.

Copywriter across all Navico brands // Oct 2018 - Jun2019

Navico is a global leader for maritime electronics. The company covers fishing equipment through the renown brand Lowrance, sailing devices and equipment with B&G, cruising with Simrad and offers cartography digital solutions through the C-MAP brand.

My contribution as global copywriter

- Successfully supported global brands with various forms of copy – press release, web copy, ads, social
- Research & understanding of the complex C-MAP product families
- Produced wireframes for the C-MAP brand
- Worked together with the design team to improve webpages usability
- Successfully implemented a request-for-creative-work process across the company

Web writer for Splyt // Dec 2017-Jan 2018

Splyt is a London-based tech startup that aims at connecting global mobility offer and demand through a unique roaming platform. The company needed a website revamp to clearly and accurately represent a pretty convoluted business model.

My contribution

- Create engaging and relatable content for a new B2B web experience
- Research and consultant activities about the user experience and interaction

Blogging

Life of Two // lifeoftwo.co // Jan 2016 - present

Life of Two is a lifestyle website/blog I co-founded out of passion and need for communication.

Technical copywriting & more

AIRBUS Helicopters // Mar 2012 - Dec 2014

One of the leading European helicopter manufacturers. I worked there as a development engineer.

My engineering responsibilities:

- Aeroacoustic numerical simulations of helicopter-induced noise.
- Aeroacoustic in-flight testing.
- Data post-processing, analysis and validation.

My communication responsibilities:

- Writing reports of experimental work.
- Writing assessments of tools and methods.
- Work package management: assuring a smooth correspondence with AIRBUS partners from the academia.

Technische Universität München // Jan 2008 - Sept 2011

I was a Ph.D. fellow at the Institute of Aerodynamics and Fluid Mechanics. The activity implied programming and numerical testing. I summed up my scientific work in a Ph.D. thesis, journal-published articles and conferences (all available for reference).

Education

Ph.D. Fellow

Jan 2008 - Sept 2011 // Institute of Aerodynamics and Fluid Mechanics, Technical University of Munich, Germany

Diploma Thesis

Oct 2006 - Jun 2007 // Institute of Flight Technology, University of Federal Armed Forces, Germany

Student

Oct 2002 - Jun 2007 // Aerospace Engineering Faculty, "Politehnica" University, Bucharest, Romania

Copywriting course

Jan - Jun 2017 // College of Media and Publishing

Languages – fluent in English & German, native Romanian.

One last thing you should know before you go.

I am a geek at heart, really. My favourite question is 'why?'