



DIANA KARLINER

Editor, journalist

I have a strong background in editing, journalism, creative writing, and social media management. I have a particular passion for topics related to medicine and health.

CONTACTS

Currently in Paris

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EDUCATION

SMM Course at Prague Media School, Moscow, 2020.

Valery Panyushkin's Course on "The Basics of Storytelling", Moscow, 2018.

Meduza Summer School on "Writing High-Quality Texts and Creating New Formats," Riga, 2016.

Russian Reporter Summer School "Media Workshops," Moscow, 2015.

Bachelor's Degree in Journalism, Novosibirsk State University, 2010 - 2014.

SKILLS AND QUALITIES

- Excellent creative writing and content strategy skills;
- Proven experience in launching and managing websites and working with web developers;
- Proficient in SEO copywriting and media relations;
- Experienced in team leadership and management;
- Proficient in Canva, Midjourney, Wordpress, and Kirby CMS;
- Quick-thinking, sociable, empathetic;
- Responsible and attentive.

LANGUAGES

- English (B2+)
- French (B1)
- German (A2)
- Russian (native)

EXPERIENCE

Aug 2014 - **Freelance Journalist**

present

I write reports, interviews, and reviews. My work has been published in Novaya Gazeta, Europe, Takie Dela, Kommersant, Meduza, Mel.fm, She is an Expert (Heinrich Böll Foundation), and other media outlets. Areas of interest: social issues, medical journalism, modern Russia.

Feb 2019 - **Creative Director at the "Tri Sestry" Rehabilitation Clinic (Three Sisters), Moscow**

Sept 2023

I worked with a team of writers, designers, and developers to produce multimedia content. I oversee the hospital's website, its social media presence, and media coverage. I started as an SMM-specialist and received two promotions. In my first year of work, I was awarded the "Newcomer of the Year" prize as the company's best employee.

I have accomplished the following:

- An update to the website, making it more user-friendly, resulting in increased sales.
- A twentyfold increase in the number of followers on Instagram and VK.
- Conducted more than 40 interviews with clinic specialists, which were published in various prominent Russian media outlets.
- Created SEO content that helped elevate the clinic's website to top positions on Google for searches to neurological diseases.
- Published a guide on stroke rehabilitation, used by managers and given to patients after their initial consultation.
- Created content using evidence-based medical resources (UpToDate, NHS, WHO, Mayo Clinic etc.)

May 2018 - **Editor, VERA Hospice Charity Fund, Moscow**

Feb 2019

I wrote and edited content for a site that focused on palliative care for patients and doctors.

- Assisted in launching the website and populating it with content in the CMS
- Developed printed memos for patients.
- Finished an internship in hospice with nurses and assistants and helped to care for patients.

Nov 2015 - **Editor, Zapovednik.Space, Public Opinion Foundation, Moscow**

Aug 2017

I managed a sociology project focused on rural areas in Russia. This involved writing content, editing, collaborating with journalists, writers, and photographers, and managing social media.

- Wrote over 50 publications in various genres.
- Adapted texts by sociologists for a wide range of readers.
- Supervised the process of shooting and editing educational videos
- Organized expeditions with the participation of sociologists in three regions.