



HEAD OF CONTENT EDITOR

Alexandra Misăilă

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Good content looks effortless. Like theater, that only happens when every backstage piece is exactly where it should be. That's the part I run.

With over five years of experience in writing, editing, translation, and web, I run complex editorial systems, coordinate across teams and time zones, and step in to write or edit from scratch when needed. I've led full content pipelines, from curriculum and pricing to branding and rollout, in travel, tech, and the arts. I clarify messy input, maintain voice and structure across platforms, and support cross-functional teams by making things smoother, not harder.

WORK EXPERIENCE

01

2024 - PRESENT

HEAD OF CONTENT

UpTrek - Bucharest, Romania

- Setting department priorities; giving the team a clear path
- Aligning sales, operations, and content through direct decision work
- Approving high-impact pages; defining what passes review
- Redesigning venue pages to support sales by documenting answers to recurring questions
- Creating internal resources that standardize answers and processes across departments
- Verifying venue logistics before publication
- Managing workloads and preventing bottlenecks
- Hiring and training a new writer through ongoing review
- Handling instructor disputes; protecting company standards

CONTENT MANAGER

CONTENT WRITER

WEB DEVELOPER

frecam-menta.ro - Freelance - Remote

2023 - 2024

WEB DEVELOPER

Freelance - Remote

2019 - 2025

EDITOR

Freelance - Remote

FOUNDER

Russell's Teapot Magazine - London, UK

EDITOR-IN-CHIEF

2018 - 2020

WEB MANAGER

SOCIAL MEDIA MANAGER

We have so much to talk about!

This page is the short version. More on my roles, experience, and certifications below.



SKILLS & EXPERTISE

02

- Department leadership
- Priority setting
- Cross-team alignment
- Stakeholder decision work
- Standards and approvals
- Workflow design
- Resource allocation
- Performance direction
- Conflict resolution
- Information flow control
- Proofreading, editing
- Content, copy, and creative writing
- Metadata, alt text, translation & localization
- Editorial planning & judgment
- Campaign, brand & email strategy
- Cross-channel execution (social, web, email)
- Client communication
- SEO, Google Search Console, GA4
- Google Ads, Meta Ads
- MailChimp, Hubspot
- Canva, Photoshop, Lightroom
- MS Office Suite, Trello
- Romanian (C2)
- English (C2)
- French (B1)
- Japanese (A2)

Need to know more? Fair enough. [See here.](#)

EDUCATION

03

University of York - York, UK

2020 - 2022

BSc - Physics and Philosophy

Royal Russell School - London, UK

2018 - 2020

A-Levels - Physics, Mathematics, English Literature

CNBGC - Bucharest, Romania

2016 - 2018

High School Diploma - Mathematics and Computer Science

WORK EXPERIENCE

01

Head of Content at UpTrek (Oct 2025 – Present)

Moving into this role changed my work from crafting content to guiding the people who create it. I set the direction of the department and decide what takes priority, then I lead the team through the steps that bring those plans to life. The goal is to assign work in a way that matches strengths, so I stay close enough to the process to keep everyone on track without hovering.

Each week I run one-on-ones with team members. I want to give them a space to speak openly about anything that slows them down, whether it comes from the workload, another department, or even from me! I use these sessions to clear obstacles and adjust expectations. I also lead a weekly department meeting where we review updates and settle the tasks for the week. Every meeting has a set purpose, so the team always knows what to expect and what we need to resolve beforehand.

Most of my decisions are tied to leadership. I work directly with the CEO, the Head of Sales, and the VP of Travel. When they shift direction, I translate that change into steps the team can follow. When conflicts appear with instructors or venues, I take the lead in resolving them and protect the company's position.

I hired and trained a new writer this year. I am guiding them through the standards, reviewing their drafts, correcting patterns that held them back, and supporting them until they reach full independence. I also decide which retreats move into development or revision and when older content needs a complete rebuild.

The new venue page format began with a clear structure and a set of guidelines that defined how information should appear. The team handled the build under direct direction, with steady feedback at each step. The final format gives instructors faster access to schedules and helps sales locate details without delay.

Venue cheat sheets and the content handbook grew out of the same process. Both are now central references across the company, and the team contributed through assigned tasks that matched their strengths.

To keep the department steady, I monitor workloads, shift assignments when pressure rises, and verify logistics before anything goes live. I track everything on a dedicated management board in Trello. That board holds notes from every meeting, records from every one-on-one, open issues, and the feedback I deliver. It gives me a full view of the department at any moment.



Our paths may cross again, in some way or another.
Let's connect.
<https://www.linkedin.com/in/alexandra-misaila>

CERTIFICATIONS

04

Google Ads Search Certification

2024 – 2025

Google Digital Academy (Skillshop)

ID: 279062154

Google Ads Display Certification

2024 – 2025

Google Digital Academy (Skillshop)

ID: 279046081

Introduction to Cloud Identity

2020

Google Cloud Training Online

<https://coursera.org/verify/3P23ECSFNUTA>

COURSES

05

Google Ads & Meta Ads

2024

MTH Digital

Digital Marketing (Advanced)

2024

DallesGO

Public Relations (PR)

2023

DallesGO

Digital Marketing (Beginner)

2023

DallesGO

HOBBIES

06



Music



Travel



Writing &
Languages



Arts



Fashion &
Beauty

ACHIEVEMENTS

07

Harrison Cup

2020

The Shine School Media Awards

Highly Commended Best Website

2019

Homepage

The Shine School Media Awards

Highly Commended The Shine

2019

Scholar

The Shine School Media Awards

WORK EXPERIENCE

01

Content Manager at UpTrek (Dec 2024 – Oct 2025)

When I joined UpTrek I thought I'd just be helping polish a few retreat pages, but within a few months I was asked to take over the entire content program. These days I'm the person who turns raw ideas into polished experiences. My days involve deep collaboration with internationally acclaimed artists like Jennifer Orkin Lewis, Gayle Kabaker, Amy Maricle, and Lilla Rogers. These instructors each have distinctive, vibrant personalities; none of them sound remotely alike, and somehow they all leave our interactions saying, "That sounds exactly like me."

It's equal parts creative writing, strategy and diplomacy. I hop on long calls with instructors to capture their tone and personality, then weave their stories into bios, curricula, itineraries and retreat pages that feel cohesive and on-brand. I build marketing campaigns across email, social and landing pages, track performance, and adjust our approach on the fly.

Working alongside the retreat coordination department, I leverage my deep knowledge of venues, local culture, and activities, significantly boosting our profitability per retreat. Although logistics aren't technically my area, smooth execution often means stepping into that space and ensuring efficiency.

It's thrilling to see initial brainstorming sessions evolve into successful marketing campaigns, seamlessly flowing through emails, social posts, and landing pages. I've rebuilt our editorial systems, cut down repeat work, and made sure the entire content process adapts as the company expands. I work across design, dev, and ops to keep the back end fluid and the front end clean. The fact that I went from "new hire" to "content lead" in a matter of months speaks to both the trust I earned and the versatility I bring to the table.

Content Writer at UpTrek (Aug 2024 – Dec 2024)

My UpTrek journey began with a Google Drive full of notes and a mandate to "make this sound amazing." I wrote retreat pages from scratch, covering everything from instructor bios and workshop descriptions to daily schedules and pricing. I sat in on instructor calls and turned their brainstorming sessions into coherent narratives. I updated older pages with fresh details and more engaging language. Working closely with my manager, I learned the UpTrek voice inside and out and repurposed our longer pieces into quotes, summaries and social-friendly snippets to support marketing. I used Trello and Google Docs to keep projects moving, hit deadlines and respond quickly to feedback.



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WORK EXPERIENCE

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Founder & Editor-in-Chief of Russell's Teapot Magazine (2018 – 2020)

Russell's Teapot began when I gathered over twenty creative individuals around a whiteboard, declaring we'd launch a magazine. I organized writers into departments, made sure our visuals aligned with our tone, and edited every piece that went out, sometimes rewriting sections entirely to keep things sharp and original. I reviewed research for accuracy, helped writers shape their ideas, and coordinated both the print and online editions. I also wrote features myself, mostly on topics that felt both niche and necessary.

Every issue needed to hold attention and carry authority, which meant constant collaboration, fast turnarounds, and high standards. I had the final call on what ran online and what went to print. Every published piece had to captivate our scientifically curious audience. Leading Russell's Teapot taught me what it feels like to inspire creativity, maintain high standards, and unify diverse talents behind a singular vision, eventually earning me recognition with a "Highly Commended – The Shine Scholar" award.

Web Manager & Social Media Manager for Russell's Teapot Magazine (2018 – 2020)

To complement the magazine, I built and maintained a website that looked as good as our print issues. I handled everything from the layout and user experience to SSL encryption and account management. I learned my way around Google Search Console to boost our search visibility, integrated interactive PDF editions, and eventually saw our site win a "Highly Commended Best Website Homepage" award. On the social side, I took over our Instagram, wrote posts that reflected our quirky personality and engaged directly with readers, turning casual followers into a lively community. I also experimented with cross-promotion and personal accounts to widen our reach and position Russell's Teapot as a voice people wanted to follow.

Web Developer at frecam-menta.ro (2024 – Present)

Working on frecam-menta.ro lets me flex my technical muscles. I build multilingual responsive pages using HTML5 and CSS3, customize WordPress themes with PHP, and integrate Advanced Custom Fields and custom post types for a tailor-made content management experience. I add dynamic client-side interactions with JavaScript, implement performance techniques like lazy loading and async script loading, and test obsessively with Google Lighthouse and WebPageTest to ensure pages load quickly. The entire site now functions in five languages covering every article and interface element. It's satisfying to see tangible improvements in speed and engagement when everything comes together!



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WORK EXPERIENCE

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Freelance Editor (2019 – Present) & Freelance Web Developer (2023 – 2024)

I'm not here to bore you with a laundry list of tech terms, and we all know what an editor does. What I do want to focus on, and the reason I am elaborating on this part of my career is simple: freelancing introduced me to the nuanced worlds of technology and storytelling, making each project a deeply personal learning experience.

As a web developer, every new client was a fresh puzzle: artists with vivid imaginations, boutiques that spoke through aesthetics, and startups brimming with enthusiasm. Building their websites captured their dreams in pixels, adapting swiftly to each unique vision, and learning how creativity and passion shape different industries. I turned abstract ideas into something they could proudly share online. Every project was an opportunity to dive into a new world; it challenged me to communicate clearly, think fast, and genuinely engage with people's dreams and anxieties.

Editing began as a small side job, but quickly became meaningful. What I loved most was earning the trust of authors from all walks of life: researchers wrestling complex ideas, novelists crafting worlds, and everyday people brave enough to share their stories. Often, these were voices that hadn't had professional guidance before.

My role became about careful listening, compassion, and empowering these writers to express themselves authentically. I've learned how vulnerable it is to share your words, and how powerful thoughtful, genuine feedback can be. Helping writers find their voice and seeing their confidence grow made me feel deeply fulfilled and strengthened my ability to empower others.



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