



aleksandr smečov

copywriter

‘Simplicity is the ultimate sophistication’

– Leonardo Da Vinci

Copy is not written. Copy is constructed from basic elements.

The art is choosing the right elements that will give your audience **trust** in your brand.

I’m a trained journalist who stumbled into copywriting 7 years ago. Since then, I have helped clients in numerous industries get their message across – simply, clearly and effectively.

Along the way, I worked next to graphic designers, marketers, UX/UI professionals and web developers.

I gained intuitive knowledge about each of these roles. And with this intuitive understanding came a realization: the basic elements of copywriting are integrated in each of these disciplines.

Great design, a great interface, great programming... are nice. But without great copy, there is simply no **trust** from the audience.

And if there is no **trust**, there is no **sale**.



getting intimate with a brand

Over the years, I have refined my copywriting process.

Now, it always begins with a fundamental step that defines everything I do after.

It all starts with **getting intimate with the brand**.

This means actually visiting the company, speaking with the top managers in every department, asking the right questions, and understanding the brand's audience so thoroughly that I can practically guess their favorite color.

This gets me in tune with what copy will capture and hold the readers' attention.

I don't write copy that sounds fancy for the sake of sounding fancy. I write copy that will connect with your audience on a **deeper level**.



aleksandr's method

From established U.S. financial institutions, to European white label software companies, to Eastern European digital agencies, I have addressed large audiences using simple, clear, and effective copy. My method employs three components that make my services unique.



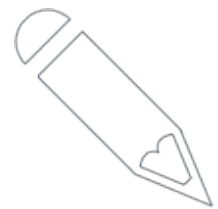
UX/UI Sensibility

Working closely with designers and UX/UI experts has given me insight into how a site's layout should interact with the copy.



SEO-Minded

Running a digital marketing firm in the past and doing SEO for years means I always write with the search engine in mind.



Editor's Insight

Years of editing others' copywriting allows me to look at copy from an editor's perspective, as well as give it the same clean finish.



case studies

Here you will find a number of case studies from past work that I've done.

1: Novotel Nha Trang

NOVOTEL
HOTELS & RESORTS

NOVOTEL NHA TRANG

*brand-specific
sitemap*

BEST HOTEL
IN NHA TRANG

THE
ROOMS

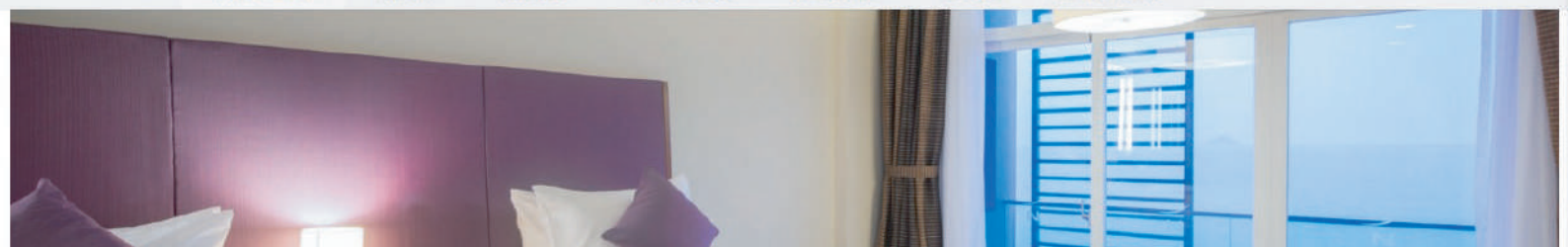
RESTAURANT
AND BARS

IN BALANCE
BY NOVOTEL

MEETINGS
AND EVENTS

SPECIAL
OFFERS

SUSTAINABLE
DEVELOPMENT





> View all photos

BEST HOTEL IN NHA TRANG

Novotel Nha Trang sits at the precipice of the city' striking coast, conveniently located near the best of Nha Trang has to offer.

Innovative room design and modern amenities ensure an enjoyable, hassle-free stay, complete with hotel-wide free Wi-Fi, rain showers and sea view balconies in every room.

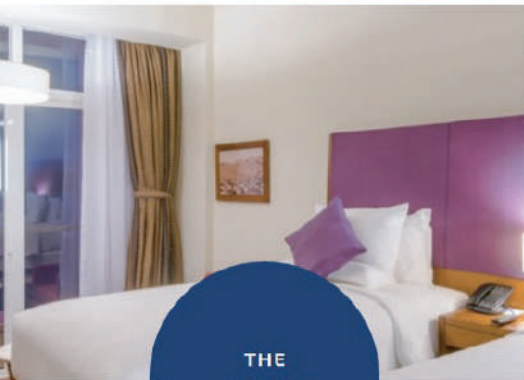
Experience our highly-regarded restaurant, The SQUARE, featuring themed nights with premier fusion buffets, swim at our outdoor pool or access the beach area, and stop by our In Balance fitness centre and spa.

Join us at Novotel Nha Trang and find out why we're the #1 rated 4-star hotel on TripAdvisor, with over 1,500 reviews and a 4.5 star rating.

Novotel Nha Trang

50 Tran Phu street, 652076 Nha Trang city, Khanh
Hoa
Vietnam
Tel: +84 58 6256 900
Fax: +84 58 6256 901
Email: H6033-RE@accor.com

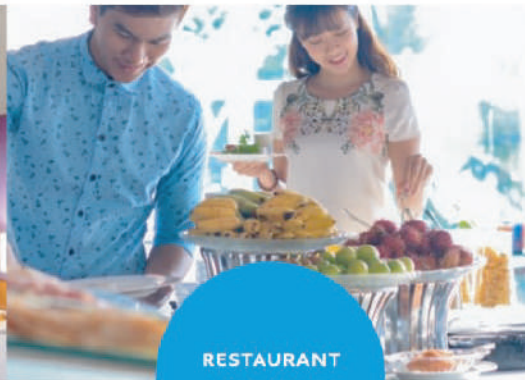
SEE THE MAP



THE ROOMS

Novotel Nha Trang offers seven kinds of rooms: Standard, Superior, Superior Ocean View, Deluxe, Executive, Junior Suite and Suite. All include...

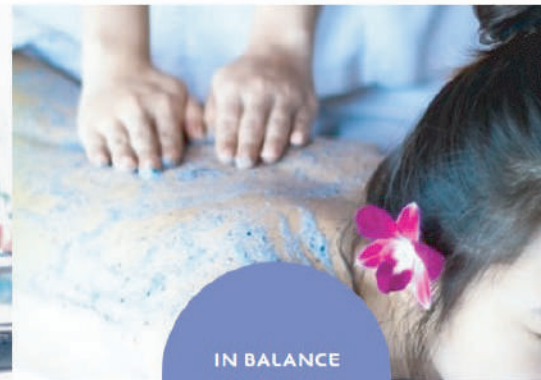
READ MORE



RESTAURANT AND BARS

Novotel Nha Trang's restaurant satisfies your appetite for impeccable cuisine whether eating a casual lunch, enjoying a drink, or celebrating with...

READ MORE

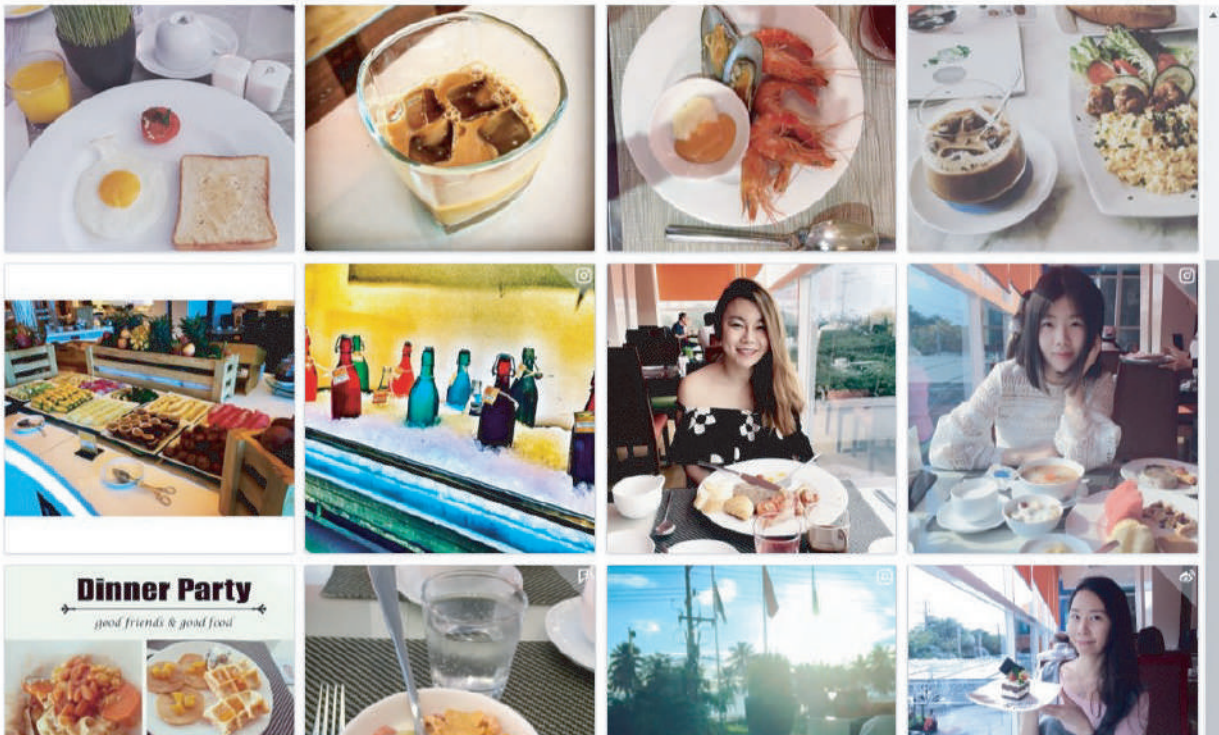


IN BALANCE BY NOVOTEL

Located on the third floor, In Balance by Novotel provides everything our body and mind-conscious guests need to stay in shape and look their best....

READ MORE

GUEST BOOK



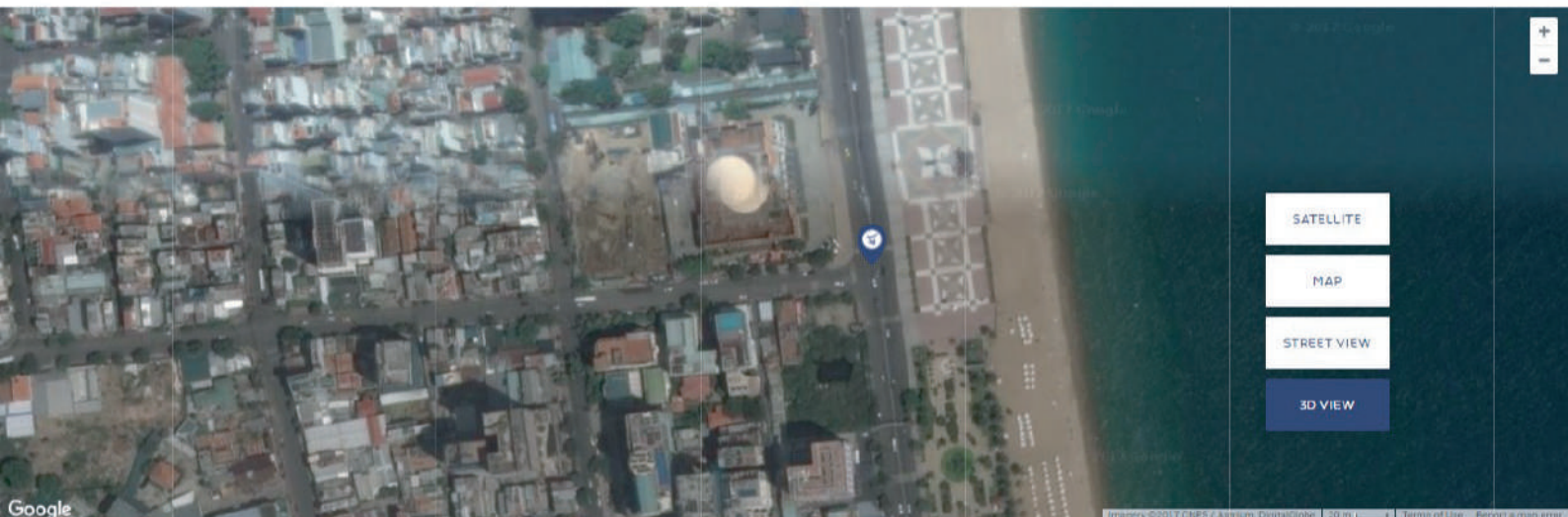


LOCATION

ADDRESS: 50 Tran Phu street, 652076 Nha Trang city, Khanh Hoa, Vietnam

PHONE: +84 58 6256 900 - FAX: +84 58 6256 901

LATITUDE: 12.2387911 - LONGITUDE: 109.1967488



FIND A ROUTE FROM

Your address

TO NOVOTEL NHA TRANG

CALCULATE ROUTE

FOLLOW US

Stay in touch and connected to all the news and happenings.



NEWS LOYALTY NEWSLETTER

NOVOTEL NHA TRANG

50 Tran Phu street, 652076 Nha Trang city, Khanh Hoa, Vietnam

Phone: +84 58 6256 900 - Fax: +84 58 6256 901

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Novotel Nha Trang - Family & Business trip hotel

2: La Villa Restaurant

audience-specific
sitemap



La Villa French Restaurant

[HOME](#) | [ABOUT US](#) | [MENU](#) | [WINE LIST](#) | [RESERVATION](#) | [GALLERY](#) | [PRESS](#) | [BLOG](#) | [FEEDBACK](#) | [CONTACT US](#)

Fine Dining in a Beautiful Villa

Experience Michelin-level French Gastronomy in Ho Chi Minh City

MAKE A RESERVATION

UPCOMING EVENTS

Special Events at La Villa

CHEF'S SPECIALS

Chef Thierry's Latest Specials

FIND LA VILLA

How to find our restaurant

Discover La Villa

Enter a world of true fine dining

these panels link
to the most-clicked
header menu items

panels were added
to address common
customer questions



LEARN ABOUT FINE DINING

Read fascinating insights about French gastronomy

Our series of articles delves into the work behind La Villa's Michelin-quality experience.

READ MORE



DELICIOUS WINES

Explore our wine list, hand picked by Chef Thierry

See our menu of over 200 hand-picked wines available at La Villa.

READ MORE



LUNCH AT LA VILLA

Michelin-quality lunch at La Villa

Enjoy a spectacular lunch in our outdoor garden, or step inside for a refined dining experience.

READ MORE

Reservation

Book a table at La Villa

When would you like to book?	Party size :	Preferred dining time:
<input type="text" value="10 March 2017"/>	<input type="text" value="1"/>	<input type="text" value="Select Time"/>
<input type="text" value="Name"/>	<input type="text" value="Email"/>	
<input type="text" value="Phone"/>	<input type="text" value="Nationality"/>	
<input type="text" value="Hotel/Address"/>	<input type="text" value="Message"/>	
<div>C G U G</div> <div>Please input captcha</div>		
<div>BOOK MY TABLE</div>		
<p>Please fill out all fields to book your table (if booking time is less than 12 hours before arrival, please kindly call 08 3898 2082). If your party size is over 10 guests, please contact us directly via email. We will contact you to confirm your reservation.</p>		

copy works together with the form to further filter customer bookings

We pride ourselves in living up to the highest standards



Contact Us

Contact us for any questions about menu options, special requests or table availability.

frequently asked questions over phone

OPENING TIMES

Lunch is from 11:45 to 16:00 (last order is 13:30)
Dinner is from 18:30 to late (last order is 21:30)
from Monday to Saturday (closed Sunday)

ABOUT US



VISIT US

14 Ngo Quang Huy, Thao Dien Ward, District 2, HCMC
(Opposite to AN PHU Supermarket, Thao Dien street)
T: +84 8 3898 2082 | T: +84 9 0771 9879
E: reservation@lavilla-restaurant.com.vn



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3: NYDVS

I worked alongside a UX/UI expert who had previously been employed at Google. The incentive (free analysis + estimation) is placed right by the main CTA (request a quote) and phone number to draw people to call or email for a quote



Website Development and Marketing Services
Free Analysis and Estimation

1.800.90.NYDVS



Home

About Us

Our Services

Press & Media

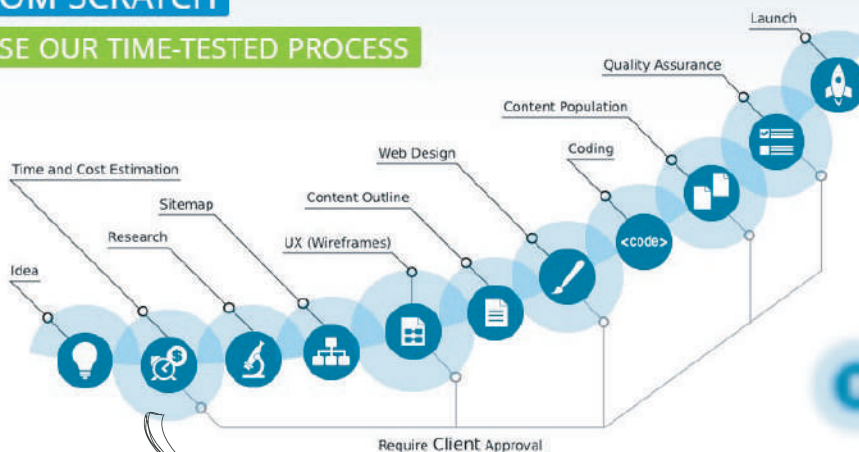
Contact Us

Login to Dashboard

REQUEST A QUOTE

WEBSITE FROM SCRATCH

WE USE OUR TIME-TESTED PROCESS



visualizing a work timeline with copy/images

GET STARTED >>

NYDVS Commercial

Web Development and Marketing Professionals



We are a group of professional web developers, designers and marketologists based in New York. We develop, optimize and maintain websites and applications for all areas of business.



pure, simple copy that describes exactly what the company does

Our Services



Website from Scratch

From simple concept to a fully realized and functional website, our company will take your project through the entire web development process.

[Read More](#)



E-commerce

Our e-commerce solutions help kick-start the distribution of your products and services on the global network.

[Read More](#)



Web Services

Choose from a selection of expert web services that target your specific business needs.

[Read More](#)



Mobile Development

Our stunning, fast and responsive mobile development ensures that your business is available on any device, anywhere, anytime.

[Read More](#)

Our Clients



Our Services

[Website From Scratch](#)

[Web Services](#)

[Ecommerce](#)

[Our Work](#)

[Portfolio-nydvs-02](#)

Contact Us

[1.212.359.1679](tel:12123591679)

[1.800.90.NYDVS](tel:180090NYDVS)

info@nydvs.com

1002 Quentin Road, ste 2001
Brooklyn, NY 11223

261 West 35th st, ste 1003
New York, NY, 10001

Stay with Us



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4: Savile

Design and Print Business Cards in Ho Chi Minh City for \$19

Dear fellow professionals,

Savile is offering 250 premium business cards, including custom design, printing and free shipping in Ho Chi Minh City, for just \$19. Get started by clicking below.

Savile Team

Get 250 Premium Business Cards for \$19

copy, css, an image and a CTA work together to bring attention to the deal

Awesome Business Cards in Ho Chi Minh City

Forget flimsy paper and copy paste design that takes you back to the last century and makes your customers gag. Savile takes your company seriously, and crafts premium business cards that not only reflect what your business is about, but look great as well. Starting at \$19 for first time customers, you get custom design, printing and free shipping for all business cards.

Get Business Cards

aleksandr smechov **copywriter**

+84 165 216 0687

website copywriting
email sequences
ad copy & consultation

copy with a certain personality attracts a certain audience

Premium Business Accessories in Ho Chi Minh City

This is the pen you take to sign a contract, the notebook you open in front of your clients, the shirt you proudly wear at events. These are not the business accessories you give away for free, but keep in-house as a proud reminder of your professionalism as a business.

Get Accessories

Who We Work With

Yana Spa



Thuy Nguyen
Restaurant Consultant & Writer



FOCUS



Get Your Premium Business Cards and Accessories Today

Check out Savile's Shop for all our premium items.



Savile Shop

*introduces
immediacy*

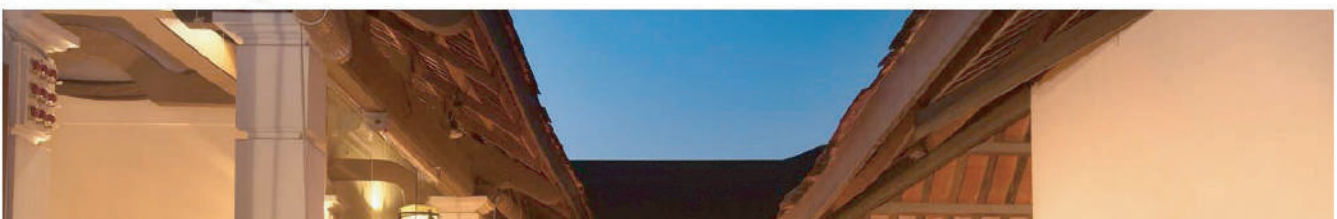
Floor 3, 11A Hoa Hung, District 10, HCMC / +84 165 216 0687 / info@savile.vn

5: Thao Dien Village

*natural, yet logical
menu naming creates
a user-focused
experience*

Village
THAODIEN

STAY EAT RELAX GATHER SAVE CONNECT BOOK NOW

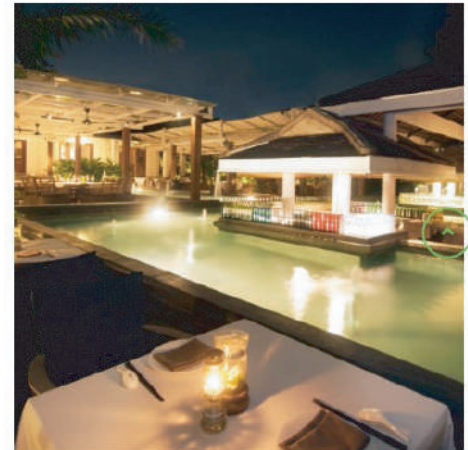




THAO DIEN VILLAGE

AN OASIS ON THE BANKS OF SAIGON RIVER

Thao Dien Village is a leisure and business complex tucked away in a peaceful, isolated area in District 2. Located by the river with a magnificent lawn that overlooks the passing boats and floating hyacinths, the village includes a cozy boutique hotel, two restaurants and a bar, along with premium meeting, wedding and spa facilities.



HOST AND PLAN EVENTS BY THE RIVERSIDE

Located by the serene Saigon river, Thao Dien Village is ideal for organizers who wish to host special events in more tranquil surroundings. Our Vietnamese and Italian restaurants provide delicious catered meals, while our riverside lawn provides ample space to host parties, events, receptions and more. For those that want to move their conferences indoors, our two large conference rooms provide a refined, private and fully equipped space with all necessary amenities such as projectors, tea and coffee breaks, note-taking equipment and more.

[READ MORE](#)

the biggest selling point is displayed prominently

AUTHENTIC SPA AND FOUR-JACUZZI POOL

Get transported to a lush getaway at our Authentic Spa, which features a beauty salon, authentic Vietnamese massage services, steam room, sauna, four jacuzzis, and various body and skin care treatments. Our Health Club membership allows both guests and non-guests access to a state of the art yoga studio, exclusive discounts for various spa services and access to our large riverside pool.

[VIEW MORE](#)





BOUTIQUE HAVEN

Our two boutique hotel blocks feature 20 beautiful, modern rooms that mirror the tranquility of the surroundings. Rooms showcase a contemporary European and Asian design, made to bring guests to a state of peace. When guests check in, our hospitality team provides a warm welcome and free fruit drink, leading them through the lush flora to a stylish, modern space - a serene retreat in an unforgettable setting.

[VIEW MORE](#)

the copy reflects the actual venue. I stayed here for a night, and interviewed the managers for hours before writing this

DINING IN A LUSH, TROPICAL ENVIRONMENT

Authentic Vietnamese food is only steps away at Ngon Restaurant, and Thai and Italian cuisine is right next door at The River House. If you prefer dining outdoors, a table may be set up by the river bank - enjoy a gentle breeze by the river while you savor delicious International and local cuisines from our talented chefs. Afterwards, stop by for a drink at the Tapas & Oyster Bar by the riverside.

[VIEW MORE](#)



PROMOTIONS AND PACKAGES

Take advantage of Thao Dien Village seasonal and ongoing promotions and packages that help you save on everything from dining to events.



SPECIAL OFFER VALID UNTIL 31 NOVEMBER

1. Promotion For Spa Treatment

- Using Body Massage & Facial Massage
- To get one free Foot massage with Hot Stone 30 min

2. Discovery Our Health Club

- Trial for membership at Thao Dien Village
- Just with VND 2,500,000 for 1 month

3. Special Teacher's day 20. November

- Discount 20% on all spa services

(Not included Hair Salon & ticket for Health Club)

Not too far from the city center but really is worthwhile to try if you want to get away from the hustle and bustle that

most famous cities around the world usually bring. Enjoying the peaceful green space, breathing fresh air from the gentle Sai Gon river, listening to some folksong music completely make you feel comfortable and relaxed.....the hotel is quite well-equipped and very very clean, personel is super attentive and friendly, english is quite good as well. Always love it...

ROBERT 2 8 7 2 0 1 5

o o o o o o o o o o

CONTACT US

Address: 189 ~ 197, 197/1 Nguyen Van Huong Street, Thao Dien Ward, District 2, Ho Chi Minh City, Vietnam

Phone number: (+84-8) 3744 2222

Fax: (+84-8) 3744 2211

Email: info@thaodienvillage.com

SITEMAP

Stay

Eat

Relax

Gather

Save

Connect

ABOUT US

Only seven kilometers from the city, Thao Dien Village is a leisure and business complex featuring a 20-room boutique hotel, beautiful lush grounds and several dining and meeting facilities, as well as a full-featured spa and four-jacuzzi pool.

We are located along the Saigon River and present a unique environment for our guests to relax and do business in.

[Read more](#)

PARTNERS



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Guarantees

- My copy will be error free
- My copy will reflect your brand in voice, style and structure
- My copy will be SEO-friendly
- My copy will be audience-specific
- My copy will work together with the site's design and navigation
- My copy will be 100% original

- Aleksandr Smechov



‘Make it simple. Make it memorable.
Make it inviting to look at.
Make it fun to read. ’

– Leo Burnett
