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Summary

- **Project Management:** Successfully managed localization and editorial projects, ensuring timely and budget-compliant delivery. Expertly developed and maintained comprehensive editorial plans, content strategies, glossaries, style guides, and translation memories to streamline workflow and enhance quality.
- **Translation:** Possess over a decade of experience in the translation and localization of a diverse range of materials, including software, applications, advertising content (both online and offline), articles, user manuals, and video subtitles, from English and Spanish into Brazilian Portuguese. Areas of specialization encompass technology, science, sustainability, culture and arts, and cosmetics, among others. Proficient in the use of Computer-Assisted Translation (CAT) tools.
- **Writing:** Demonstrated expertise in crafting compelling content for magazines, websites, blogs, and social media platforms. Authored an article featured in the special edition of "The 20 best stories of Superinteressante's history," a leading monthly magazine in Brazil, and received the prestigious Malofiej Award. Co-authored "Gestão estratégica da sustentabilidade – experiências brasileiras" (Strategic Sustainable Management: Brazilian Experiences) and "Lifehackers." Recognized for delivering elegant prose in both Portuguese and English.

Experience

Translator/Writer/Editor

Visca Web

Sep 2023 - Present (9 months)

I specialize in translating, editing, and crafting compelling articles for tokize.com, tailored for Portuguese and Brazilian audiences.

Proofreader/Editor

Sparkling Lngua – Translations & More

Mar 2023 - Present (1 year 3 months)

- Review translations from English into Brazilian Portuguese
- Catch spelling, grammar, and punctuation errors
- Look at the formatting to make sure everything is the way it should be
- Edit sentences so they sound more natural to the target audience.

Writer/Translator/CMS

Freelance

2016 - Present (8 years)

- Write, edit, translate, localize and produce stories (English and Portuguese languages) for multiple platforms, in the field of ESG, beauty, technology, and more. Main clients: OutdoorTrip (Czechia), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (Brazil/Germany), Dermacol (Czechia), 68Travel.com (Slovakia), ViscaWeb (Spain)

Translator/Copywriter/PM

Avast

Jun 2019 - Nov 2022 (3 years 6 months)

- Created Avast's Translation Style Guide for Brazilian Portuguese
- Created and maintained glossary and translation memory.
- Localized/translated ads, apps, blogs, and educational articles (English into Brazilian Portuguese) for multiple platforms, including in-app ads, email marketing, Avast Blog, and AVG Blog
- Wrote articles and copies for Avast Blog, e-mail marketing, in-app ads, and more
- Helped to develop a new customer journey focused on increasing the retention rate in Brazil
- Helped with Project Management, ensuring efficient workflows among translators, reviewers, and project owners.



Content Manager

OutdoorVisit

2018 - 2018 (less than a year)

- Developed the OutdoorVisit blog concept and its editorial plan.
- Planned and executed the digital marketing strategy, managing social media channels, newsletter, and Google Ads.
- Wrote and edited original content across diverse media formats.
- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.
- Performed initial client assessment and analysis to begin the research process.
- Verified data integrity and accuracy.
- Answered to customer requests via telephone and email and effectively answered questions and inquiries.

Founder & Editor

ZOROPEANDO.net

2015 - 2017 (2 years)

- Developed the editorial and design concepts
- Coordinated the IT team
- Designed editorial content strategy
- Built the Integrated Online Marketing Plan
- Blogger

Editor In Chief

Ethical Markets Brazil

Mar 2008 - May 2015 (7 years 3 months)

- Won the Santander/Jornalistas&Cia Environmental Journalism Award
- Started as the website's International Correspondent in London.
- Coordinated the work of more than 15 writers to publish content daily.
- Coordinated with the IT team.
- Translated articles published on the Ethical Markets US.
- Organized material, determining areas of emphasis, and wrote stories according to our editorial plan.
- Arranged and conducted interviews in Brazilian Portuguese and English with experts.
- Fact-checked information to maintain the integrity of the publication.
- Built and maintained positive business relationships with sponsors and clients while applying interpersonal and communication skills to advocate for the company.

- Developed new products, increasing the revenue of the company by 50%.
- Built the Integrated Online Marketing Plan.
- Designed editorial content plan for the website and social media channels.
- Prepared weekly reports and statistics.



Editor in Chief - WeLoveCycling.com

Mustard Prague

2015 - 2015 (less than a year)

- Coordinated the work of more than 10 people, including an editor, writers, social media managers, and analytics manager.
- Looked after the overall of the website.
- Prepared concept ideas for new projects.
- Approved content plan for the website and social media channels.
- Fact-checked information to maintain the integrity of the publication.
- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.
- Pitched stories, brainstormed content and assigned topics to writers.



Reporter and Writer

Abril

2000 - Dec 2007 (7 years)

In this company I worked for various magazines:

SUPERINTERESSANTE

- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.
- Pitched stories, brainstormed content and assigned topics to writers.
- Wrote one of the most iconic and award-winning stories in the magazine's history: "How the drug dealers work in Brazilians slams and What police should do to banish drug-points".

PSC and PSC On-line

- Pitched stories, brainstormed content and wrote articles.

SUPERSURF

- Pitched stories, brainstormed content and wrote articles.

Education



FIA - Fundação Instituto de Administração

Pós-Graduação, Gestão Socioambiental para a Sustentabilidade

2011 - 2012

Post-graduation in Business and Sustainability



FIAM-FAAM

Bacharel, Journalism

1994 - 1998

BA in Journalism

Skills

Content Management Systems (CMS) • WordPress • crypto • Teamwork • Localization • Proofreading • CAT tools • SEO Copywriting • ESG • Customer Service