

EMANUELA VIEIRA

Journalist

A creatively-driven BSc Journalist graduate motivated to continue my studies focused on the latest marketing trends. My diverse communication journey has taught me to adapt to and thrive in fast-paced environments.

EDUCATION

2019 - 2022 | BACHELOR OF JOURNALISM

Centro Universitário Belas Artes de São Paulo, Brazil

Relevant Courses: Psychology of Communication; Ecommerce and Mcommerce; Visual Communication; Digital Graphical Interfaces.

LANGUAGES

Portuguese (Native) - English B2

EMPLOYMENT HISTORY

CONTENT CREATOR - DEC 2022 - ONGOING

Purity Cosmetics · Freelance - United States

- Created engaging copywriting content for the company blog, ensuring a consistent brand voice.
- Conducted keyword research and implemented SEO to optimize content.
- Executed a strategic blog content plan based on research into the latest beauty trends.

PUBLIC RELATIONS ASSISTANT - JUN 2022 - JUN 2023

Fiesp · Freelance - Brazil

- Developed press releases, media kits, and pitches.
- Distributed press releases to targeted media contacts.
- Monitored media coverage and compiled reports on PR performance.

COPYWRITER - MAR 2022 - OCT 2022

The Hedy Society · Freelance - United States

- Simplified complex business, investing, and economic concepts in copy and podcast descriptions.
- Created blog posts while integrating SEO strategies.
- Developed creative headlines and episode titles to boost click-through rates.

CORPORATE COMMUNICATION - FEB 2022 - AUG 2022

WiPlay · Freelance - Brazil

- Created and edited a range of communication materials, including press releases, videos and corporate announcements.
- Managed content creation for newsletters, blogs and social media platforms.
- Crafted scripts for corporate television segments to ensure impactful messaging.

COPYWRITER - JAN 2019 - JUN 2020

Web Ti Solucoes · Internship - Brazil

- Crafted copy for landing pages, B2B and B2C.
- Developed strategic social media content.
- Monitored and analyzed analytics indicators.
- Created eye-catching ads for Facebook and Instagram.