

BÁRBARA CAVICHIO

Content Analyst | SEO Specialist

Content Analyst specializing in planning schedules, optimizing content, and creating briefs, always with a focus on SEO. Conduct in-depth research and apply SEO techniques to enhance content. Analyze performance metrics and collaborate with diverse teams to ensure message consistency, strengthening the digital presence and reputation of brands.

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- Centro Universitário Belas Artes de São Paulo: Bachelor's in Advertising and Marketing (2012 - 2015)
- University of Cambridge ESOL: CELTA Programme
- Senac: Courses in Copywriting and Marketing (Planning and Strategy)
- EBAC: Copywriting
- ESPM: Growth Hacking for Content Marketing

PROFESSIONAL EXPERIENCE

Web Estratégica (Current)

Content Analyst

- Develop and execute content strategies, ensuring alignment with business objectives and SEO best practices.

Agência TIPO

Content Analyst | Copywriter

- Produced digital materials including blogs, social media copy, and marketing assets.

Grupo Ideal Trend

Content Analyst | Copywriter

- Conducted market research and created optimized content for client websites.

PS Publicidade

Marketing Analyst | Copywriter

- Developed and optimized website content, email marketing campaigns, and internal communication.

Google / Teletech

Marketing Analyst | Copywriter

- Created training programs and content to support Google's Partner Program in Brazil.

SKILLS

- Organization
- Proactivity
- Observant
- Quick Learner
- Teamwork
- Leadership

LANGUAGES

- Portuguese: Native
- English: Fluent
- Spanish: Intermediate

Contact

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