



Anna Júlia Silveira Magalhães

CONTENT MARKETING CREATION,
EDITION AND COORDINATION

Details

Belo Horizonte

Brazil

55 31 995533594

annajulia.jornalismo@gmail.com

Links

[LinkedIn](#)

[Portfolio \(under construction\)](#)

Skills

Leadership

Teamwork

Creativity

Time Management

Communication

Content Marketing

Content Marketing

Editing and Proofreading

Content Writing

Translation

Languages

Portuguese

English

Profile

I am a professional of the digital content marketing area and I have experience with content management and editing: proofreading (PT), copywriting (PT), transcriptions (PT) and translations (EN>PT). I also have 3 years of people management experience. I'm available and excited to have new experiences.

Employment History

Content Creation and Editing Freelancer, Upwork, Belo Horizonte

SEPTEMBER 2022 – PRESENT

Main areas of acting:

- ▣ Content Writing (PT);
- ▣ Proofreading (PT);
- ▣ Transcription (PT);
- ▣ Translation (EN>PT).

Founder, Ohanna Pratas, Belo Horizonte

OCTOBER 2020 – PRESENT

I work managing my own business, a online jewelry: www.ohannapratas.com.br

Talent Management Manager, Rock Content, Belo Horizonte

AUGUST 2019 – JULY 2021

From August, 2019 to July, 2021: Brazil Manager

From January, 2021 to July, 2021: Global manager

Main responsibilities in this role:

- ▣ People management and development (Individual Development Plans, feedbacks, 1on1s);
- ▣ Management of goals and achievement (KPIs, OKRs, PDCA);
- ▣ Acting on the company's internationalization, by helping to integrate the Brazilian team with the ones from other countries.

Main responsibilities of the teams I managed:

- ▣ Attracting and training freelancers to keep a talent pool ready to attend the customer content demand in all of the niches and formats needed.
- ▣ Blog management, e-mail marketing and marketing funnel of the company freelancers community.
- ▣ Brand management and social media management.
- ▣ Freelancer NPS management.
- ▣ Freelancer support.

Talent Management Supervisor, Rock Content , Belo Horizonte

JUNE 2019 – JULY 2019

Main responsibilities of the position:

- ▣ Help the manager on developing the new team structure;
- ▣ People development (1on1s, feedbacks);
- ▣ Management of goals and achievement (KPIs, OKRs, PDCA);
- ▣ Support the analysts on organizing and managing the daily task.

Main responsibilities of the teams I supervised:

- ▮ Evaluate freelancers' applications and approve or reprove them according to their performance.

- ▮ Train freelancers always as needed, looking for a constantly evolving.

- ▮ Be in touch with new freelancers and content marketing analysts to start the content production in the company.

Content Implementation Supervisor, Rock Content, Belo Horizonte

NOVEMBER 2018 – MAY 2019

Main responsibilities of the position:

- ▮ Helping the manager on developing the new team structure;

- ▮ People development (1on1s, feedbacks);

- ▮ Management of goals and achievement (KPIs, OKRs, PDCA);

- ▮ Support the analysts on organizing and managing the daily task.

- ▮ Be in touch with the Product team to work on software improvement for the main users: clients, freelancers and moderators.

Main responsibilities of the teams I supervised:

- ▮ Start the content marketing strategy with new customers according to the goals and mature stage;

- ▮ Create guidelines for content productions (glossary, language guides.);

- ▮ Select freelancers according to the profile to be part of the clients talent pool.

- ▮ Participate in meeting with customers.

Content Production Analyst, Rock Content, Belo Horizonte

AUGUST 2014 – OCTOBER 2018

Junior: from August, 2014 to May, 2015.

Full: From June, 2015 to October, 2016.

Senior: From November, 2016 to October, 2018.

Main responsibilities on this position:

- ▮ Manage the content of more than 80 clients, working on strategy alignment (types of content managed: blogposts, ebooks, infographics and others);

- ▮ Select and manage the freelancers pool, changing it always as needed based on feedbacks;

- ▮ Manage editorial calendar deadlines, acting to avoid delays;

- ▮ Create content production guidelines to help the freelancers;

- ▮ Participate in meeting with customers always as needed;

- ▮ Train junior analysts in the same job position.

Freelancer Proofreader, Rock Content, Belo Horizonte

DECEMBER 2015 – JANUARY 2018

- ▮ Grammar and strategic proofreading for blogposts, ebooks and other content material types;

- ▮ SEO basic criteria checkin (keywords, link building, scannability);

- ▮ Feedback for the content author.

Copywriter, Rock Content, Belo Horizonte

JANUARY 2015 – JANUARY 2018

Create content that connects clients to their target audience, according to digital marketing strategies.

Main formats developed:

▯ Blogposts;

▯ E-books;

▯ Infographics.

Main areas:

▯ Marketing;

▯ Education;

▯ Human Resources and Internal Communication;

▯ Food;

▯ Health and well-being;

▯ Travel;

▯ Entrepreneurship and Business.

Education

Bachelor's Degree in Social Communication - Journalism, Universidade Federal de São João del-Rei, São João del Rei

MARCH 2010 – AUGUST 2014

EF Standard English test, Belo Horizonte

AUGUST 2022 – AUGUST 2022

Certificate of C1 Advanced level.