

MARCO RIGOBELLI

COPYWRITER, TRANSLATOR, AND PROOFREADER

MARCORIGOBELLI.COM



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São Paulo/SP

About me

Copywriter with over ten years of experience in communication, focusing on social media, content, and video games. Has worked for IGN, AdoroCinema, Portal Pop, Claro, LG, among others.

Translator with five years of experience, translating product content for companies like Under Armour and Microsoft, and games such as FIFA 2024, Need for Speed Unbound, Stormgate, among others.

Experience

Approach Comunicação | Apr - Sep 2025

Senior Press Officer

Strategic planning of external communication for the launch of the technology company JOVI in Brazil. Creation of brand promotion campaigns and writing of press releases and articles for the brand.

IDK Media | Aug 2023 - Jan 2025

Copywriter and QA Analyst

Copywriting, translation, and proofreading of materials and documents for advertising campaigns for companies such as Cebrace, elaw, and Victor Hugo.

GMD (2022), Battenhall (2022), Fagron (2022), Jüssi (2020)

Copywriter and Content Analyst

Translation and copywriting of digital pieces for the publisher Ubisoft. Writing for YouTube social media channels for community interaction content during the 2022 Qatar World Cup. SEO-focused writing for the Consul's "Facilita" blog.

Lionbridge (2018-Present), Loki (2022-2024)

Translator

Translation from English to Portuguese of games, subtitles, scientific publications, and advertising material for companies such as Electronic Arts, Microsoft, Ubisoft, DigixArt, Under Armour, Bosch, Adidas, among others.

Redação Nota 1000 (2016), Editora Almedina (2017-2020), Grupo Globo (2019), and Artigo 19 Brasil (2021-Present)

Proofreader and Copydesk

Text revision for the publishing and advertising markets, with works such as the report "Liberdade artística sob a perspectiva do direito internacional dos direitos humanos" (Artigo 19 Brasil) and "Manual da Teoria Geral do Direito" (Almedina).

Webedia (2022/2023), Jovem Nerd (2022/2023), SKY7 (2012-2015), among others

Writer/Reporter

Writing articles and reports on pop culture, cinema, and games for websites such as IGN Brasil and AdoroCinema between 2022 and 2023, Nerd Bunker (formerly PortalPop) between 2012 and 2015, and later for the literature website São Paulo Review (2017).

Super (2020-2021), iD\TBWA (2019), and Colony (2018)

Community Manager

Social media management, content planning, and report production for technology companies such as LG, Vivo, Claro, Ubisoft, and Mercado Livre/Mercado Pago.

Education

2025

Google
In progress

Technical writing

2017

Universidade de São
Paulo
Incomplete

Languages (Portuguese and Italian) at FFLCH.

Languages

Portuguese **Native**

English **Fluent**

Spanish **Intermediate**

Italian **Intermediate**

Specialties

- Language
- Copywriting
- Creative Writing
- Grammar
- Translation