

MARCO RIGOBELLI

COPYWRITER, TRANSLATOR, AND PROOFREADER

MARCORIGOBELLI.COM



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São Paulo/SP

About me

Writer, translator, and proofreader with over 10 years of experience in content for technology, SEO, editorial, and entertainment. Worked on projects for major brands such as Claro, Vivo, LG, Itaipava, Ubisoft, Bandai Namco, Consul, Mercado Livre, and Mercado Pago. Experience in strategic communication planning, SEO-optimized content production, and translation of technical and creative materials from English to Portuguese. Strong command of buyer journey, pain points, ICPs, and B2B communication. Published author with eight released books and extensive experience in digital and SaaS environments.

Experience

Approach Comunicação | Apr - Sep 2025

Senior Press Officer

- Strategic planning of external communication for the launch of a Chinese cell phone manufacturer in Brazil.
- Creation of promotional initiatives and writing of press releases and articles for the brand.

IDK Media | Aug 2023 - Jan 2025

Copywriter and QA Analyst

- Copywriting, translation, and proofreading for advertising pieces, websites, applications, CRM, and documents for advertising campaigns for companies such as SmartFit, Cebrace, eLaw, and Victor Hugo.
- Quality assurance for digital content and alignment with SEO strategies.

Freelancer | Feb 2010 - Today

Writer and Copywriter

- Content production for technology, games, and cinema for platforms and brands such as Judão, Puro Pop, Jovem Nerd, AdoroCinema, Ubisoft, LG, YouTube, and Vivo.
- Content optimization for SEO and inbound marketing strategies.

Freelancer | Jan 2018 - Today

Translator (Eng - Pt)

- Translation of books, video games, scientific publications, media, manuals, literature, and subtitling.
- Projects for Lionbridge, Electronic Arts, Microsoft, Ubisoft, Loki Games, DigixArt, among others.

Freelancer | Mar 2019 - Today

Proofreader and Copydesk

- Text proofreading for the editorial and advertising markets, with projects for Editora Almedina, Grupo Globo, Redação Nota 1000, Artigo 19 Brasil, among others.

Fagron | Jan 2022 - Jul 2022

Translator and Proofreader

- Proofreading and translation of technical and scientific materials for the companies within the group.

SUPER Agency | Oct 2020 - May 2021

Community Manager

- Management of digital communities and content production for user engagement for Mercado Livre and Mercado Pago.
- Community management during Mercado Livre's largest Black Friday in history.

Jüssi | Mar 2020 - Set 2020

Content Analyst

- Analysis and production of digital content for marketing campaigns.
- SEO-focused writing for the Facilita blog by Consul.
- Strategic content planning for Consul in 2020.

ID\TBWA | Jun 2019 - Dec 2019

Community Manager

- Management of Claro's communities and support for digital communication.
- Responsible for the most shared post in the history of Claro's Twitter profile.
- Creation of Claro's new identity on social media.

SKY7 Conteúdo e Comunicação | Mar 2012 - Dec 2014

Staff Writer

- Production of reports and editorial content for the pop culture channels of Portal POP.
- Coverage of major events such as E3 and BGS.
- Critical writing about films, series, and video games.

Education

2025

ENAP
In progress

UX Writing

2017

Universidade de São Paulo
Incomplete

Languages (Portuguese and Italian) at FFLCH.

Languages

Portuguese **Native**

English **Fluent**

Spanish **Intermediate**

Italian **Intermediate**

Specialties

- Technology and SaaS content writing
- Copywriting
- SEO (Search Engine Optimization)
- Search engine marketing (SEM)
- Buyer journey, pain points, ICP
- English-Portuguese translation
- Proofreading and copyediting
- Community management
- B2B communication