Renata Losso

Creative Strategist | Brand Storytelling & Copywriting | AI Content Ops

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Hello, I'm Renata 👋🏻 I sit at the intersection of brand storytelling and content operations.

My career is defined by the ability to "flip the switch": from the precise, slow-burn desire of a heritage luxury brand like Jaguar Land Rover to the high-velocity, data-driven scale of a fintech unicorn like PicPay. Whether crafting British luxury nuance or simplifying complex financial products, I architect content engines that convert. I combine a digital-first mindset—forged in high-pressure environments—with global brand governance.

Today, I am operationalizing Creative Excellence through Generative Scale. Building on a track record of untangling complex projects, I design AI workflows where Generative tools handle the scale and human insight ensures the connection. I translate creativity into business impact: from supporting a R$271 Billion TPV growth at PicPay to boosting Jaguar EV sales by 75% in a single quarter.

Skills

Strategic

AI Content Ops & Strategy | Multi-channel Campaign Development | Brand Messaging & Governance | Persona & Customer Journey Mapping | Sales Funnel Optimization

Technical

Prompt Engineering | RLHF (Human-in-the-Loop) | SEO Strategy & Web Audits | UX Writing & Microcopy | CRO & A/B Testing | Data Analysis for Creative

Tools

LLMs | Braze | Figma | GA4 | SEMrush | HubSpot | WordPress | Microsoft 365

Experience

AI Content Quality Specialist
Transperfect | Full-time | Oct 2024 - Present

- **AI-First Content Operations:** Developing Prompt Engineering frameworks and Linguistic Guardrails for Large Language Models (LLMs).
- **RLHF & Quality Assurance:** Acting as the specialized "Human-in-the-Loop" (RLHF) to identify model hallucinations and refine outputs to meet high-end editorial and technical standards.
- **Brand Voice Governance:** Ensuring cultural relevance and semantic precision across English and Spanish markets for global tech clients.

Content Strategist
Freelance | Remote | Sep 2023 - Oct 2024

- **SEO & Growth Strategy:** Developed high-performance organic strategies for leading agencies (Conversion, WContent), balancing creative storytelling with technical SEO to drive qualified traffic.
- **Content Design & UX:** Audited and optimized digital interfaces for the healthcare and insurance sectors, focusing on usability, clarity, and microcopy principles.

Senior Performance Copywriter
PicPay | Full-time | Apr 2022 – Oct 2023

- **Conversion Engineering:** Architected high-conversion copy for performance ads and programmatic campaigns, supporting a TPV growth to R$271 Billion for 30M+ users.
- **Brand Voice Systems:** Co-developed the company's language guide across Marketing and Product ecosystems, standardizing verbal identity during rapid scaling.
- Retention & CRM: Managed lifecycle communication (CRM/CLM) and executed A/B testing on financial narratives to reduce churn and increase product stickiness.

Senior Creative Copywriter
MariaSãoPaulo | Full-time | Jul 2021 - Apr 2022

- **Global Campaign Orchestration:** Lead Creative for prestige accounts (Estée Lauder, Clinique), localizing global brand codes into culturally resonant 360° campaigns.
- **Transmedia Storytelling:** Scripted high-end advertising films for TV and Digital, focusing on visual storytelling and lifestyle appeal for premium audiences.

Senior Creative Copywriter / Social Media Analyst
Spark44 (Jaguar Land Rover Joint Venture) | Full-time | Apr 2016 - Jul 2021

- **Omnichannel Luxury Ecosystem:** Orchestrated the "British Luxury" voice across LATAM. Led

the Jaguar I-PACE digital launch, boosting EV sales by 75% in one quarter.
- **Data-Driven Creativity:** Partnered with data analysts to monitor social KPIs, using performance insights to iterate creative assets and optimize engagement in real-time.
- **ESG Storytelling:** Translated complex conservation data for the Onçafari organization into emotional brand narratives for Land Rover.

Education

- **Master's in Digital Marketing & eCommerce Direction**
  University of Barcelona | 2024 - 2025

- **B.A. in Portuguese and Spanish Philology**
  University of São Paulo | 2012 - 2018

- **Academic Exchange**
  Pontificia Universidad Católica de Chile | 2015

Licences and Certifications

- **AI & Data:** Google Analytics & Ads (Search/Display), Braze Certified Practitioner.
- **Design & UX:** Content Design & UX Writing (How Bootcamps), Information Architecture (Mergo).
- **Storytelling:** Screenwriting & Narrative Theory (b_arco / Perestroika).