

LORENA SEVERINO

COPYWRITER, SOCIAL MEDIA AND CONTENT STRATEGIST

Nice to meet you!

With half a decade of experience, I work as a copywriter and content strategist for social media in Portuguese, English, and Spanish. My goal is essentially to strike a healthy balance between emotion and conversion through words.

EXPERIENCE

COPYWRITER AND UX WRITER

SMART FIT | LARGEST GYM COMPANY IN LATIN AMERICA

- Creative ideation and strategic production of social media content, with precise metrics analysis.
- Creation of challenges and landing pages to engage over 300,000 educational ambassadors.
- Development of content for Estácio, Unilasalle, and over 15 other educational institutions.

COPYWRITER AND SOCIAL MEDIA SR

SABER EM REDE | AWARD-WINNING EDTECH

- Creative ideation and strategic production of content for social media, with precise metric analysis;
- Creation of challenges and landing pages to engage over 300,000 education ambassadors;
- Development of content for Estácio, Unilasalle, and more than 15 other educational institutions.

PRESS OFFICER AND SOCIAL MEDIA

@HONORATODN | BRAZIL'S LEADING ASTROPHYSICIST

@MATHEUSBALDI | JOURNALIST AND TIKTOKER

- Strategic influencer management (on and off), with successful collab acquisitions and editorial calendar production.
- Co-producer in launching the first digital product in astrophysics.
- Responsible for organizing campaign shoots for beauty brands like Bio Extratus, and collabs with other influencers and former reality TV stars..

UX WRITER FREELANCE

ANA COUTO | BRANDING AGENCY

- Content design in collaboration with product designers for a multinational technology company.

SOCIAL MEDIA MANAGER

BENDITTA DIGITAL | MARKETING AGENCY

- Creation and production of content in English for an accommodation network with locations in Ireland, Spain, and Portugal.

COPYWRITER AND SOCIAL MEDIA

B8ONE | HUB TECH

- SEO (Search Engine Optimization) writing for blogs;
- Copywriting for social media and market case studies;
- Event coverage and on-site reporting for IBM.

EDUCATION

ESPM | Copywriting for marketing and sales

MIS | Creative writing

UNIL (UNESP) | The seductive language: copywriting

Grammar for text editors

MOOC (GOV SP) | Time management
People management

ROCK UNIVERSITY | Web content creation

UNIVERSIDADE DE SÃO PAULO (USP)
Graduation

CONTATO

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BUTANTÃ, SÃO PAULO, BRAZIL