

# Elisa Machado

Content Marketing | B2B Content | SEO | GEO | Copywriting | HubSpot | AI-Assisted Content Production

Brazilian Passport holder

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11+ years of experience developing high-impact content strategies, mostly focused in B2B, SaaS, technology, and digital-first companies. Expertise in SEO, GEO, editorial strategy, AI-assisted content production, and lead generation. My goal is to drive organic growth and support revenue objectives while managing end-to-end content operations and turning complex subjects into engaging, conversion-focused narratives.

**Technical Skills/ Tools:** HubSpot | SEMrush | WordPress | Google Workspace | YouTube Studio | Canva | Gen AI | Niara | SEO Tools | CRM Platforms | Social Media Platforms | Streamyard

## WORK EXPERIENCE

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### CORTEX

Senior Content Writer

São Paulo, Brazil (Remote)

Dec 2020 - now

Cortex is Brazil's leading Go-to-Market Intelligence platform, combining big data, georeferencing, AI, and human expertise to help companies make smarter strategic decisions. Focused on accelerating business growth and scale Marketing, Sales and Communications Operations across B2B and B2B2C markets.

- Editing and proofreading content from our freelance writer to ensure it aligns with the brand's persona and tone of voice, strengthening the core-messaging of the new brand guidelines we implemented.
- Publication and tracking of emails, automations, and landing pages using HubSpot.
- SEO performance tracking via HubSpot and SEMrush, to improve existing articles based on performance and new insights, aiming to maintain high site health and ensure strategic alignment.
- Management of a weekly pipeline of eBook creation utilizing Gen AI tools.
- Responsible for high-impact newsletters via HubSpot, establishing a consistent touchpoint that effectively nurtures the lead pipeline.
- End-to-end production of a biweekly podcast (research of possible guests, invitations, Gemini-assisted scripting, production)
- Monthly content strategy, making sure to deliver highly relevant, audience-centric messaging across channels.
- Promotion and execution of webinars via HubSpot and YouTube, providing live event support to elevate audience engagement and ensure a high-quality viewer experience - contributing to the most successful online event in company history.
- Use of GenAI tools and SEMrush to guide the monthly creation of SEO and GEO content briefings for freelance writers, scaling high-intent content production and minimizing revision rates.
- Event coverage and customer success video shoots, capturing brand advocacy assets that elevate corporate credibility.
- Copywriting and scripting for Cortex video ad campaigns, delivering highly targeted messaging that improved lead quality and alignment with B2B market needs

### Achievements:

- Scaling high-intent content production using AI Tools by 15% , while minimizing revision rates.

## RD MARKETING DIGITAL

Copywriter

Dec 2019 - Dec 2020

RD Marketing Digital is a Brazilian digital marketing agency that helps companies grow their online presence through content marketing, social media, SEO, and inbound marketing strategies. The company focuses on brand visibility, audience engagement, lead generation, and business growth.

- Developed strategic social media content and communication plans for clients across multiple industries, strengthening digital brand positioning and audience engagement.
- Managed client communication and monthly strategic reviews, delivering performance insights, campaign recommendations, and tailored content strategies.
- Executed social media growth initiatives for Instagram and Facebook channels, increasing organic audience growth by 15% and improving engagement performance.
- Produced persuasive copy for articles, websites, email marketing campaigns, eBooks, and branded content initiatives focused on lead nurturing and customer acquisition.
- Wrote scripts for branded social media videos, ensuring consistency in storytelling, messaging, and audience targeting across campaigns.
- Collaborated with multidisciplinary teams to deliver integrated communication strategies aligned with client goals and market positioning.

### Achievements:

- I was publicly acknowledged by my manager and the CEO as the most creative content writer of the company

## IN PRESS PORTER NOVELLI (Client: SESC Brasil, Worked onsite)

Freelance Journalist

Rio de Janeiro, Brazil

Jun 2018 - Apr 2019

InPress Porter Novelli is one of Brazil's leading corporate communications and public relations agencies, specializing in brand reputation, strategic communication, content marketing, media relations, internal communication, crisis management, and thought leadership.

- Worked onsite as part of the client's corporate communications team through InPress Porter Novelli, supporting internal communication and content production initiatives.
- Conducted internal interviews and story-mining initiatives to produce engaging employee spotlight stories and institutional communication materials.
- Wrote strategic editorial content for digital and print communication channels, strengthening internal branding and employee engagement.
- Covered corporate events and transformed internal initiatives into high-impact communication assets aligned with organizational culture and employer branding objectives.
- Collaborated with communication teams to ensure editorial consistency, storytelling quality, and alignment with corporate messaging.

### Achievements:

- Supported the transition from print to digital publishing, helping migrate editorial content to online platforms.

## EDUCATION

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### Federal University of Rio de Janeiro (UFRJ)

Bachelor degree in Journalism

Rio de Janeiro, Brazil

Aug 2013 - Jun 2017

### FACHA

Post Graduate in Integrated Communication, Digital Marketing, and Strategic Content Management

Rio de Janeiro, Brazil

Mar 2019 - Sep 2021

### PUC RS (Remote)

MBA in Marketing, Branding and Growth

Porto Alegre, Brazil

Feb 2024 - Feb 2025

### Ohio University

Athens, Ohio

## CERTIFICATIONS

[Hubspot - Inbound Marketing](#)  
[HubSpot - Marketing Software](#)  
[Conquer Business School - AI](#)

## SKILLS & LANGUAGES

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**Languages:** Native Portuguese, Fluent English and Intermediate Spanish.

**Key Competencies:** Teamwork | Problem solving | Strategic Communication | Storytelling | Analytical Thinking | Organization | Time Management

## VOLUNTEERING

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### INUMERÁVEIS

*Volunteer Position*

**Brazil**

*April 2020 - Oct 2020*

Inumeráveis is a Brazilian nonprofit digital memorial project created during the COVID-19 pandemic to honor and humanize the stories of victims beyond statistics. Through collaborative storytelling, journalism, and community contributions, the platform preserves personal memories, celebrates lives, and promotes collective remembrance through meaningful and human-centered narratives.

- Conducted interviews with family members and loved ones, as well as fact-checking activities, to create memorial stories honoring individuals who lost their lives to COVID-19.