

Larissa Lima

FREELANCE WRITER

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A passionate Brazilian writer and content creator with a background in fashion, arts, beauty, and lifestyle. Pitched, wrote, and published about 20 printed articles and over 200 online stories for Dafiti (South America's largest fashion e-commerce). Developed copy in multiple styles including headlines, website copy, calls-to-action, push notification, landing pages, and email marketing. Collaborated with the product and the design team to create page layout by establishing content hierarchy and graphic placement. Edited content for special projects. Addressed accuracy and appropriateness of materials, including researching, writing, editing, and proofreading to develop content that spoke directly to the audience or project. Able to translate complex text into readable material.

Skills & Highlights

- Creativity
- Flexibility
- Punctuality
- Teamwork
- Open-mindedness
- Strong work ethic
- Fluent in Portuguese; Full Professional Proficiency in English
- Excellent written and editing skills
- Working knowledge of Microsoft Office, WordPress, and Google Suite.

Experience

Freelance Writer | New York, NY

May/2019 - Present

Since I got my work visa (**I'm under O-1 Visa which expires on December 2021*), I've started to work professionally as a freelance writer.

Notable Accomplishments:

- Writing and editing a brand institutional presentation for [Jack Vartanian](#), a luxury jewelry brand.
- Poem published in [Harness Magazine](#).

Student Exchange + Getting Work Visa | New York, NY

Jun/2016 - April/2019

Period dedicated to learning English as well as get a work permit.

Fashion Reporter & Copywriter | [Dafiti Fashion Latin America E-commerce](#) | São Paulo, Brazil

Sep/2014 - Mar/2016

Notable Accomplishments:

- Interviewed personalities such as Alessandra Ambrosio, Marlon Teixeira, and Carol Ribeiro.
- Attended fashion and beauty events on behalf of the Dafiti creative team, including covering of Sao Paulo Fashion Week.

- Responsible for the blog interface as part of the Dafiti website (approval page layouts, post templates, banners, etc).

Fashion PR | [MktMix PR and Communications Agency](#) | São Paulo, Brazil

Jan/2012 - May/2013

Notable Accomplishments:

- Responsible for writing exclusively all the press releases for the European fast-fashion C&A, including the project "C&A Collection," which develops exclusive items in partnership with renowned designers, brands and celebrities like Gisele Bundchen, Anne Fontaine, and Rita Ora to name a few.

Education

[Degree] - **Bachelor of Fashion Business** - FMU University | Sao Paulo, Brazil | 2013

[Short Course] - **Grammar & Writing (ESL)** - Teachers College of Columbia University | New York | 2019

[Short Course] - **Reading & Writing (ESL)** - LaGuardia Community College | New York | 2019

[Short Course] - **Copywriting** - Escola Cuca | Sao Paulo, Brazil | 2016

[Short Course] - **Fashion Journalism** - IED | Sao Paulo, Brazil | 2011

[Short Course] - **Fashion Journalism** - Panamerican School | Sao Paulo, Brazil | 2011

*Full details on [Linkedin profile](#).