

Larissa Lima

FREELANCE WRITER

30 years old
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Brazilian writer and content creator with a background mixed in fashion, arts, beauty, literature, and lifestyle. Currently focusing on writing and editing content for special projects, especially those related to Art. However, pitched, wrote, and published printed and over 200 online articles for Dafiti (South America's largest fashion e-commerce), and has published a few personal essays and poetry in some U.S. outlets. Also, have experience in developing copy in multiple styles, including headlines, website copy, calls-to-action, push notification, landing pages, and email marketing. Able to address the accuracy and appropriateness of any material, including researching, writing, editing, and proofreading; to deliver content that speaks directly to the audience or project.

Skills & Highlights

- Creativity
- Flexibility
- Punctuality
- Teamwork
- Open-mindedness
- Strong work ethic
- Languages: Portuguese (native);
Fluent 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've got my work visa*, I've started to work as a part-time freelance writer.

Some accomplishments:

- Wrote and edited a brand institutional presentation for [Jack Vartanian](#), a luxury jewelry brand.
- Published an SEO article focused on the [1920s Flapper Dress](#) and a personal essay in [Thought Catalog](#).
- Published some poems in [Harness Magazine](#).

(*I'm under O-1 Visa, which expires in December 2021)

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 the 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 all the press releases exclusively 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 my [Linkedin profile](#), or on my [website](#).