

# LUNA CAMPOS

Copywriter

## CONTACT ME

### Email

[luna.cgandrade@gmail.com](mailto:luna.cgandrade@gmail.com)

### Portfolio

<https://lunacampos.journoportfolio.com/>

## SKILLS & EXPERTISE

- News, features & blog writing
- Copywriting
- Copy editing
- Proofreading
- Digital & content marketing
- Fact checking
- Research
- CMS
- Languages: Portuguese, English, Spanish, French and German
- Microsoft Office & Mac OS
- Basic video & photo editing

References are available upon request.

## PERSONAL SUMMARY

I'm a features writer, copywriter and copy editor with an MA in Comparative Literature and a bachelor's degree in Psychology. I have writing and editing experience in the fields of energy, tech, science and creative media, as well as experience in content marketing, strategy, management and curating. My specialities are research-intensive feature articles and perfectionist editing, and my strengths include outstanding attention to detail, creative thinking, rigorous organisation and multilingual skills.

## MY CAREER PATH

### COPYWRITER

#### Global University Systems | August 2018 - April 2019

- I wrote, edited and proofread a range of marketing content for most of GUS' brands, including landing pages, e-shots, newsletters, articles and blog posts. The role demanded skills such as exceptional attention to detail, knowledge of SEO best practices and a thorough understanding of brand voices and target audiences, mainly in the fields of creative media, arts and business.

- I single-handedly developed guidelines for one of the company's brands to orient a new marketing approach. This included detailed copy guidelines on brand voice, language, target audience profile and USPs. I was also responsible for curating and editing content according to these guidelines.

- I also helped implement a project management tool that increased productivity, visibility and collaboration in the copy team.

### CONTENT EXECUTIVE

#### Engerati | December 2017 - August 2018

- I wrote news, features and opinion articles on a vast range of topics within the energy industry. Some of my other duties included interviewing industry experts, content management and social media management.

- I helped the company achieve a more significant online presence and social media exposure.

- I also had a key role in managing content scheduling and publishing, as well as increasing average article dwell time, content quality and content curating.

### RESEARCH ANALYST

#### KPMG | November 2016 - November 2017

- As part of the Corporate Intelligence team, I investigated individuals and companies through exhaustive research of online sources. I researched, interpreted and translated findings in Portuguese, Spanish, French and English.

- Due to the sensitive nature of the material, outstanding accuracy and attention to detail were critical.

- I assisted the team in meeting tight deadlines and high client expectations. In addition, my role included carrying out due diligence, maintaining research quality and checking translation accuracy.

## FEATURES WRITER

### UCL Pi Media Magazine | October 2016 - May 2017

I produced several written pieces on a variety of topics for Pi Media's online platform and magazine. This included a 2000-word feature article published on the November 2016 issue of the magazine. This experience greatly helped me develop my skills in features writing, research, proofreading and editing.

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## OTHER EXPERIENCE

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### WAITING STAFF MEMBER

#### High Society Ltd | November 2015 - November 2016

Working in VIP events in London, my main duties consist of bar work, hostessing, cloakroom, waiting on customers and organising venues. I dealt with a wide range of customers, solving issues promptly and meeting high demands.

### INTERN

#### Centre for Psychological Counselling & Studies | March 2014 - July 2015

I offered psychological counselling as part of the psychotherapy training for my undergraduate degree. I worked alongside other mental health professionals to improve my counselling and therapeutic skills; and the experience was a tangible opportunity to make a difference within the community and the university.

### INTERN

#### Jardim Botânico Elementary School and Parque da Cidade School | August 2014 - July 2015

I participated in classes by proposing activities based on innovative educational approaches, creating didactic strategies to improve children's learning experiences and to help them be more active in their own education.

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## MY EDUCATION

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### UNIVERSITY COLLEGE LONDON (UCL)

#### MA Comparative Literature | September 2015 - September 2017

- 2:1 Merit degree. Modules include discussion, analysis and interpretation of topics such as feminism, poststructuralism and literary theories.
- In my dissertation I analysed feminist revisions of classic mythologies in modern popular culture.

### UNIVERSITY OF BRASÍLIA (UNB)

#### Psychology | September 2010 - July 2015

- First Class Honours dual degree in Clinical Psychology and Bachelor in Psychology.
- Disciplines included psychoanalysis, behavioural and cognitive sciences, developmental psychology, psychopharmacology, gender and mental health, among others.

### HARVARD EXTENSION SCHOOL

#### Shakespeare's Early Plays | September 2014 - December 2014

The course covered analyses of the impact, legacy and evolution of plays in the first half of Shakespeare's career.

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## INTERESTS & HOBBIES

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### LANGUAGES, READING & WRITING

Some of my favourite hobbies include learning new languages, reading and writing fiction. This has given me exceptional critical thinking, analytical, logical and creative abilities, as well as considerably expanding my vocabulary and knowledge of several languages.

### TRAVELLING

One of the best ways to get to know other cultures and people is through travelling, which I seek to do as much as I can. I have found that discovering new places has helped me keep an open mind and stimulated my creativity.