

CONTACT

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EDUCATION

**Bachelor of Arts (B.A.)
in Philosophy**
2019
SAN DIEGO STATE UNIVERSITY

**Associate of Arts (B.A.)
in Philosophy**
2017
GROSSMONT COLLEGE

CERTIFICATIONS

Copywriting Mastery

Email Marketing Mastery

Content Marketing Mastery

Search Marketing Mastery

DIGITALMARKETER LAB

SKILLS

COPYWRITING
CONTENT WRITING
ARTICLE AND BLOG WRITING
RESEARCH
EMAIL MARKETING
INTERPERSONAL SKILLS
CRITICAL THINKING
STRATEGIC PLANNING
FALLACIES
DEDUCTIVE LOGIC
ENGLISH PROFICIENCY
PORTUGUESE PROFICIENCY

MARCELA MASSAGLIA

COPYWRITER | TRANSLATOR | CREATIVE CONTENT WRITER

PROFILE

A critical-thinker, results-oriented philosopher looking to grow businesses by helping them communicate with their customers more effectively.

WORK EXPERIENCE

ITALTERM, BRAZIL

Portuguese / English Translator (May 2019 – January 2020)

- Translate numerous marketing and technical documents from Portuguese to English
- Identify and resolve any conflicts related to the meanings of words, phrases or concepts when translating between languages
- Research legal, technical, and scientific phraseology to determine correct translations
- Provide sound advice to management and coworkers on how to effectively communicate and interpret translated material in business settings

HARPIA, SAN DIEGO

eCommerce Copywriter and Content Writer Intern (August 2018 – June 2019)

- Consistently collaborated with the founder on digital marketing strategy for clients
- Conducted market and customer research to create effective content
- Built customer avatars and competitive analysis
- Wrote 30+ of marketing emails and 5+ landing pages for eCommerce brands
- Optimized content for Facebook, Instagram, and LinkedIn
- Strategized and wrote content for a B2B food packaging company
- Measure impact and perform analysis to improve KPIs

SELF-EMPLOYED, SAN DIEGO

High School English Tutor (September 2016 – March 2019)

- Educated and tutored the student utilizing a broad range of instructional techniques, to retain interest and maximize learning
- Assisted and evaluated the student on outlines, papers, and explaining different writing formats

LINDA EXPRESS, BRAZIL

Administrator (February 2012 – July 2014)

- Provide customer services to a wide range of clientele
- Performed administrative tasks such as logging customers into the company database, preparing meetings and training, setting up appointments, and maintaining visitors log book