



# NATÁLIA CAGNANI

FREELANCE  
WRITER

## ABOUT ME

I am a multi-talented full-time writer with an MBA in Digital Media. I am able to research, write and edit a wide range of content (from tech to finance, health, sustainability, travel and more) in order to create a relevant copy for you.

## ACHIEVEMENTS

Fluent in SEO  
Content Marketing Certified  
Inbound Certified by HupSpot  
Extremely organized and committed  
to get the work done

## GET IN TOUCH

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## WORK EXPERIENCE

**2019 TILL NOW** **FULL-TIME FREELANCE**  
SEO & Content Strategist

**2015 TILL 2019** **CREATIVE WRITER**  
Imaginarium

- Created creative quotes, concepts and copy (Harry Potter, Star Wars, Garfield, Snoopy);
- Reviewed texts, manuals and packages;
- Teamed up to get a rebranding for Ludi;
- Assisted marketing campaigns.

**2014 TILL 2015** **HEAD OF COMMUNICATION**  
Ecentry

- Wrote press releases, blog posts, institutional and website texts, email flows
- Managed social media.

**2011 TILL 2016** **MAGAZINE MAIN EDITOR**  
AGPTEA

- Reviewed and edited "Letras da Terra" magazine (interviews, news, articles).

**2009 TILL 2013** **MULTIMEDIA CONTENT EDITOR**  
Grupo RBS

- Started the digital core of Rádio Gaúcha;
- Trained the whole team through multimedia resources (photos, videos);
- Created content for news and sports;
- Edited audio and video content;
- Managed social media;
- Produced special reports about Music, Games and Technology;
- Blogged about games, tech and geek for Canal dos Games, Checkpoint, Infosfera;
- Covered events like Video Games Live, São Paulo Game Show, OSPA concerts and Japanese festivals.

## EDUCATION

**2017** **MBA IN COMMUNICATION MANAGEMENT IN DIGITAL MEDIA**  
ESPM

**2010** **BA IN SOCIAL COMMUNICATION, JOURNALISM**  
Unisinos

## LANGUAGES & SKILLS

PORTUGUESE   
 ENGLISH   
 JAPANESE 

ADOBE CREATIVE SUITE  
 MS OFFICE SUITE / HTML  
 WINDOWS & MAC PROFICIENT

COPYWRITING  
 EDITING  
 CREATIVE WRITING  
 PROOFREADING  
 TRANSLATING  
 BLOGGING / SEO  
 SOCIAL MEDIA

TIME MANAGEMENT

ADAPTABILITY

COLLABORATION

EMOTIONAL INTELLIGENCE

## INTERESTS



TRAVEL



FINANCE



TECH



PHOTOS



WRITING



KNOWLEDGE



SPORTS



JAPAN



GAMES

## AWARDS

- **2010 - 1st Place at 9th Propagandaria**  
Audio Production | Spot advertising campaign for Converse All Star
- **2010 - 1st Place at 2nd Experimental Journalism Award from Unisinos**  
Radio Documentary about "Military Dictatorship"
- **2010 - 3rd Place at 2nd Experimental Journalism Award from Unisinos**  
Video Documentary about "Living with Art"
- **2009 - 1st Place in the 22nd University SET from PUCRS**  
Radio Documentary about "Lives submerged by the flood of 1941"

## EXTRACURRICULAR ACTIVITIES

- **Content Marketing Certification** by Rock Content
- **Inbound Certification** by HubSpot Academy
- **Videojournalism: visual narratives for digital platforms** – Knight Center for Journalism in the Americas, ANJ and Google News Lab
- **Python for Journalists** – Knight Center and Los Angeles Times
- **Fact-Checking** – Knight Center, Lupa and Google News Lab
- **Data Journalism Fundamentals** – Journalism and Media Studies Centre at the University of Hong Kong and Google News Lab