

Yeda Teixeira

Content Analyst SR. or
Content Specialist

PROFESSIONAL GOAL

My goal is to implement communication projects focused on Millennials and Gen Z, innovating in formats that meet their demands and remain consistent in a competitive attention economy.

CONTACT

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PROFESSIONAL EXPERIENCE

Globo - ViU (2022 - present)

Content Analyst

- 360° planning and execution of brand campaigns. Development of branded content scripts for social media focusing on influencer marketing. Experience in festivals, scripted content, reality shows, and news.
- Collaboration with multiple teams, including media, audience, culture, programming, and others.

Estúdio 24 (2021 - 2022)

Social Media

- Content strategy for brands and branded content script development for social media, focusing on influencer marketing (nano-influencers).

Assembleia Legislativa de Santa Catarina (2018 - 2020)

Social Communication Intern

- Social media management, content production, scriptwriting, research, podcast editing, press relations, and press conference.
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EDUCATION

Universidade Federal de Santa Catarina | 2016 -2021

Bachelor of Journalism

SENAC (2013 - 2015)

Technical Degree in Fashion Production

SKILLS AND LANGUAGES

- **Language:** Advanced English and Basic Spanish
- **Skills:** Audiovisual Scriptwriting, Social Media Management, Content Writing & Editing, Microsoft Office, Task Management.