

Paula Camargos

32 years old, born in Belo Horizonte – MG.
My goal is to work as a senior copywriter.

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EXPERIÊNCIA

The 8Agency, São Paulo — Copywriter

SINCE JANUARY 2023

- Planning, elaboration and creation of B2B, B2C and branding campaigns and marketing strategies.
- Development of web content to position the brand and attract new customers.
- Translation of plays and texts from Spanish and English into Portuguese.

Main Clients: Google Cloud, Google Workspace, Zendesk, Aon, Agrotoken.

Group Software, Belo Horizonte — Inbound Marketing Analyst

JULY 2021 - JANUARY 2023

- Planning, elaboration and creation of B2B marketing and branding campaigns and strategies.
- Development of content for the web in order to achieve better positioning in search engines.
- Management of results from marketing actions, in search of constant improvements.
- Use of Google Ads, Analytics, Semrush, UberSuggest, Photoshop, Illustrator, InDesign tools and agile management methodologies.

Fácil Informática, Belo Horizonte — Marketing Analyst

DECEMBER 2019 - JULY 2021

- Planning, elaboration and creation of B2B marketing and branding campaigns and strategies.
- Development of content for the web, email marketing, video, social networks and other company communication channels.
- Management of results from marketing actions, in search of constant improvements.
- Planning and carrying out internal marketing activities.

SKILLS

- Advertising
- SEO
- Content creation
- Digital marketing
- Branding
- Traffic and Paid Media
- Social media management
- Data analysis

LANGUAGES

- Native Portuguese
- Fluent English
- Advanced Spanish

– Use of Google Ads, Analytics, Mailchimp, Stripo, Semrush, UberSuggest, Photoshop, Illustrator, InDesign tools and agile management methodologies.

300 Comunicação, Belo Horizonte — *Copywriter*

JUNE 2019 - DECEMBER 2019

Planning, elaboration and creation of texts and concepts for campaigns, in physical and digital pieces. Concept creation for brands. Development of institutional and internal marketing campaigns. Use of storytelling techniques and mental triggers. Writing for pieces in Portuguese and English.

Advertising writing for:

- Video scripts, commercial presentations and email marketing
- Posts for Instagram, Facebook and other networks
- Insta Stories
- Google, Facebook and Instagram Ads
- Books, e-books, leaflets, flyers and posters

Agência Curinga, Belo Horizonte — *Copywriter*

JULY 2018 - JUNE 2019

Planning, elaboration and creation of campaigns for the agency's most diverse clients. Writing content of the most diverse nature: Facebook publications, blog posts, e-books, pamphlets, posters, online and offline advertisements, titles, etc. Use of SEO and keyword research techniques. Use of Adwords and Analytics.

ACADEMIC EDUCATION

Social Communication, UFMG — *Graduation*

JANUARY 2010 - JANUARY 2014

Marketing and Advertising Creation, Escola Cuca — *Specialization*

JANUARY 2021 - AUGUST 2021