

# CAROLINA MEDEIROS

## SOCIAL MEDIA & COPYWRITING SPECIALIST

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Currently in Newark, NJ (open to relocation) | +1 (862) 412-9500 | carolmedeirosinfo@gmail.com

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Creative and strategic Copywriter & Social Media Specialist with over 5 years of experience developing compelling campaigns and content for major Latin American brands. Skilled in digital storytelling, email marketing, social media management, and data-driven strategies. Bilingual professional, open to remote roles or relocation.

### CORE SKILLS

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- Strategic copywriting & brand storytelling
- Social media management (Instagram, LinkedIn, TikTok, Facebook)
- Email and WhatsApp marketing campaigns
- Visual content creation (Canva, CapCut & Figma)
- Newsletter design & automation
- Cross-functional collaboration (design, CRM, analytics)
- Fluent in Portuguese, English (professional), Spanish (intermediate)

### PROFESSIONAL EXPERIENCE

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#### Senior Copywriter | Oliver Agency LATAM – Remote (Brazil-based) Jun 2022 - Present

- Developed personalized, data-driven marketing campaigns for major clients including Itaú and Botafogo.
- Specialized in targeted email copywriting, WhatsApp campaigns, and push notifications.
- Worked closely with designers and CRM analysts to optimize engagement metrics.

#### Freelance Copywriter | W3haus – Remote (São Paulo, Brazil) Jun 2023

- Created creative and strategic content for social media, boosting engagement and visibility.
- Wrote scripts and copy for product launch campaigns
- Produced daily social media content, ensuring creativity and relevance.
- Developed scripts and texts for product campaigns.

#### Content & Social Media Specialist | House of Creativity (HOC) – Brazil Jan 2021

- Led content strategy and daily management of social media channels
- Wrote campaign scripts and coordinated creative production.
- Promoted to Assistant Manager for team coordination and content planning.

### EDUCATION

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- **Associate's Degree in Communications & Advertising** – Uniasselvi, Brazil
- **Technical Degree in Advertising** – Irmão Pedro Technical School, Brazil

### ADDITIONAL INFORMATION

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- **Languages:** english and português (native)
- **Certifications:** content Marketing – Rock Content (2021), Inbound Marketing – Rock Content (2021)
- **Personal Traits:** creative, reliable, fast learner, collaborative & solution-Oriented