

Carolina Medeiros

carolmedeirosinfo@gmail.com
New Jersey, United States

Professional Summary

Senior Copywriter and Brand Strategist with 7+ years of experience helping bold brands connect, convert, and grow through culturally aware creativity and strategic storytelling. Specialized in B2B, tech, and brand communication, with strong expertise in AI-driven insights and concept development.

Known for transforming complex briefs into clear, emotionally resonant narratives backed by strategy, craft, and measurable results. Member of ForbesBLK and experienced in delivering high-impact work for major global brands, bringing Latin American creative energy into global contexts.

Professional Experience

OLIVER Latin America

Senior Copywriter | iHouse Itaú
May 2023 – November 2025 | São Paulo, Brazil

- Develops persuasive messaging aligned with brand strategy and key business objectives.
- Writes for multiple channels (email marketing, push notifications, banners, video scripts) with a focus on engagement and conversion.
- Supports integrated campaigns and day-to-day communication for Itaú, ensuring clarity, consistency, and strong brand voice.

Mid-level Copywriter | iHouse Itaú
June 2022 – May 2023 | São Paulo, Brazil

- Contributed to large-scale campaigns, strengthening engagement and user response.
- Produced copy across formats while maintaining high quality, precision, and brand consistency.

W3haus

Mid-level Copywriter
May 2023 – June 2023 | São Paulo, Brazil

- Created strategic content for social platforms, increasing visibility and audience connection.
- Developed scripts and copy for product launches.
- Client: O Boticário.

Mid-level Copywriter
Oct 2022 – Nov 2022 | São Paulo, Brazil

- Produced daily content for social platforms with a focus on creativity and relevance.
- Developed scripts and campaign copy.
- Client: O Boticário

HOC – House of Creativity

Content Copywriter

Jan 2022 – Jun 2022

- Crafted persuasive content for digital initiatives and brand campaigns.
- Partnered with design and strategy teams to ensure cohesive communication.
- Clients: Unimed, Sulmed, Resfenol, Helioderm.

Account Manager

Dec 2020 – Jun 2022 | Porto Alegre, Brazil

- Managed client accounts and developed content strategies with a high satisfaction rate.

Monday Agência de Comunicação

Content Copywriter

Sep 2019 – Dec 2020 | Porto Alegre, Brazil

- Produced advertising and digital copy, contributing to increased engagement.

Education

Irmão Pedro Escola Técnica

Associate Degree in Advertising & Marketing · 2019

Rock University

Copywriting · 2022

Skills

- Copywriting & Creative Craft
- Brand Strategy
- Concept Development
- Content Planning
- Marketing Analysis
- Creativity & Innovation
- Cross-cultural Communication
- AI-augmented Creativity

References

Available upon request.