



[Portfolio](#)

Luciano Espírito Santo Souza

jobs@lucianoessa.com

<https://www.linkedin.com/in/lucianoessa/>

Phone / WhatsApp: (11) 93935-7486

Lives in São Paulo, Brazil - open to relocate

SUMMARY

Creative Copywriter experienced in Strategic Planning, Content Creation, Social Media Marketing and Community Management (LinkedIn, TikTok and Instagram). Proven ability to handle several activities in an effective manner (multi-tasking), and to work in a fast-paced environment. Currently holds a Bachelor's Degree in Public Relations.

OBJECTIVE

Senior Copywriter/Screenwriter, Social Media, Content Creator roles

WORK EXPERIENCE

● **RÁDIO E TELEVISÃO BANDEIRANTES S/A** Brazil, 2024-present

As a **Creative Copywriter** @ Vibra Digital, I:

- Develop advertising campaigns from conception to final delivery, managing all creative and textual details for digital ads, social media, and 360° crossmedia.
- Create project descriptions and scripts in a wide range of formats focused on engagement and persuasion, adapting language to the brand's tone of voice, different audiences and platforms.
- Monitor market trends to propose new ideas for creative and innovative campaigns.
- Review ongoing campaigns to ensure the best performance for advertisers.

● **GLOBO COMUNICAÇÃO E PART S/A (via MANPOWER)** Brazil, 2023-2024

As a **Digital Content Analyst** @ VIU Hub, I:

- Craft compelling content strategies for influencer marketing campaigns across several digital platforms, such as Instagram, TikTok, Kwai, X, and YouTube.
- Provide influencers with comprehensive briefings tailored for each campaign, ensuring they understand the brand's guidelines, objectives, target audience, and key deliverables.
- Utilise social listening techniques to identify opportunities for expanding organic reach for Big Brother Brasil 24 (BBB24) sponsors on social media.

● **1123 AGENCY** Brazil, 2023-2024

As a **CRM Analyst**, I:

- Wrote, proofed, and scheduled email marketing campaigns and collaborated directly with account managers to manage the revision and approval process;
- Planned and executed high-performing email marketing campaigns: Cabana Burger's email open rate higher than the industry benchmark (average open rate for the food industry: 40%; Cabana's average: 45-50%); Mix Fresh's email open rate increased by 17.9% (from 25.2% to 29.7%) and click-through rate per unique open grew by 68.4% (from 1.9% to 3.2%).
- Applied analytical skills to interpret data and generate actionable insights.

- **CIMED & CO S.A.**

Brazil, 2023-2023

As an **E-Commerce Content Analyst**, I:

- Wrote marketing copy, such as articles, product descriptions and social media posts and coordinated with the design team to illustrate content, before proofreading and publishing;
- Oversaw keyword research, understood social media current trends and used SEO guidelines to optimize content and drive traffic, conversion and revenue while maintaining a brand voice;
- Conducted research to stay up-to-date on industry trends and proactively advocated for new ideas and approaches in order to improve content quality and effectiveness.

- **O PRIMO RICO MÍDIA, EDUCACIONAL E PART (GRUPO PRIMO)** Brazil, 2021-2022

As a **Content Creator**, I:

- Managed Grão's email marketing campaigns and analyzed data from A/B tests to measure email marketing success, having achieved a 50% open rate;
- Answered customers' questions and addressed complaints via Grão's social media accounts;
- Oversaw the strategy and management of Finclass' LinkedIn page, having increased its followers by 342% over a six-month period;
- Wrote engaging blog posts and marketing materials to promote Finclass, a financial education streaming platform.

EDUCATION

- **Bachelor of Communication in Public Relations**

2021

Faculdade Paulista de Comunicação - São Paulo, SP, Brazil

EXTRA COURSES AND CERTIFICATIONS

- **Copywriting – EBAC**

Brazil, 2024

- **Media Relations – SENAC Lapa Scipião**

Brazil, 2024

- **Internal/Organisational Communication – SENAC Lapa Scipião**

Brazil, 2024

- **Search Engine Optimisation (SEO) – Rock Content**

Brazil, 2022

- **Email Marketing/CRM – Rock Content**

Brazil, 2022

- **Strategic Planning – Mutato Ad School**

Brazil, 2020

- **Content Marketing – Rock Content**

Brazil, 2020

LANGUAGES

- Portuguese (native);

- Spanish (intermediate);

- English (fluent);

- French (basic).

VOLUNTEER EXPERIENCE

- **Global Community Development Program Team Member – AIESEC**

2015-2016

- Assured that all organisations, companies, and foundations we established connections with shared values with AIESEC;
- Assured that members, applicants and other stakeholders had sufficient knowledge about the International Exchange Program.