

## Juliana Almeida

[paisagem.secretaria@gmail.com](mailto:paisagem.secretaria@gmail.com)

+55 11 9 9128 6022

+54 911 3834 2446

Proz: <http://bit.ly/1fk56mW>

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### Skills & abilities

Writing, editing and proofreading content for sites, campaigns, blogs, e-books, newsletters, landing pages and social media aiming to raise interest, build credibility and expand brand awareness along the funnel. SEO: keyword planning, copy optimization, headings, link building. Analytics: metrics and results

Localizing, subtitling and LQA of videos and ad pieces, keeping consistency and quality according to glossaries and guides; prepare, compare, edit and review books; reports, email marketing, press releases, business proposals and projects for public notices

Social Media management: posts, stories, hashtag research, commenting and analytics.

Customer service and relations, exploration and organization of the bibliographic collection, stock control and commercial orders, promotions and offers, shop window decoration; planning, organization and coordination of literary events and launches

Team coordination, recruitment and training, placement tests aiming conversion (enrolment) and customer retention, quality control according to franchise guidelines; plan, develop and supervise extra activities and events; supporting of commercial efforts; plan classes according to learning KPI

Reception of foreign professionals (keynote speakers), follow-up courses, talks and events set up, budget and day-to-day activities control, lead technical staff

### Experience

#### Translator, SEO, copywriter, marketing localization, subtitler

Transperfect (UK, US), Hogarth Worldwide (UK, US),  
Moravia (US, EU), Zoo Digital (US), Wordbank (UK)

#### Writer, editor, proofreader & reviewer, quality assurance

Roca Publishers (GEN Group, Medical, Pharma), Editions Manole (Medical, Pharma),  
Scipione, Viva Saúde Magazine, Hundertwasser Brazil

#### Coordinator & English teacher

CNA Osasco, Brooklyn  
Yázigi, Wise up, ECC

#### Social media & content analyst

Solare Design, International Pathwork Foundation  
Porto Design Integrado, CineMaterna

#### Sales & commercial assistant

Cultura Bookstore  
Rato de Livraria

#### Operational assistant, editorial & theatrical production

HQ Global Workplaces  
Palipalan Art and Culture

### Education

2003 | Graduation in Social Communication and Publishing  
2007 | Graduate Studies in Environmental Education  
2012 | Master's Degree in Art History | São Paulo University

### Certificates

Content Marketing & Production for Web | Rock Content  
School Coordination & People Management | CNA Languages