

MARCEL RAMALHO FERREIRA DA SILVA

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16/01/1990

Brazilian

EDUCATION

Law School, Law
ESTÁCIO DE SÁ, Rio de janeiro
August 2016 - December 2021

English Translation, Translation
PUC-RIO, Rio de janeiro
January 2013 - December 2016

LANGUAGES

English:
Master or proficient (C2)

Portuguese:
Native Language

SUMMARY

Dynamic and results-driven professional with strong written communication skills, creativity, and a proven ability in persuasive copywriting. Continuously self-educated on market trends and digital innovations.

I am able to provide strategic copywriting and paid ads consultancy, managing and optimizing Google Ads and Meta Ads campaigns to boost client visibility and lead generation. I am specialized in technical and creative translation for businesses, literary works, dubbing scripts, and social media content, ensuring culturally accurate and engaging messaging. Experienced in software, app, and video game localization, delivering seamless user experiences across languages.

I also possess solid legal knowledge acquired through years of civil service exam preparation, combined with hands-on expertise in paid traffic management and digital marketing strategies that drive measurable business results.

WORK HISTORY

July 2023 - March 2025
Freelancer - Paid Marketing Specialist

- In this company I managed digital marketing campaigns targeting the U.S. market. Working both independently and in collaboration with a design team.
- There I managed multi-channel campaigns for Brazilian, Hispanic, and American clients based in the U.S., where I crafted tailored strategies that drive brand visibility and business growth with paid ads and marketing using Google Ads, Meta Ads, YouTube Ads on a CRM platform called go high level.

January 2017 - Current
Freelancer - English - Portuguese (BR) / Portuguese (BR) - English Translator

- Freelance translator services specializing in translating personal, business, and legal documents with a strong emphasis on accuracy, clarity, and cultural sensitivity.
- I successfully translated a wide variety of materials, including official correspondence, legal briefs, technical manuals, and personal documents, ensuring compliance with legal and industry-specific standards.
- I possess in-depth experience translating highly specialized content for the oil and gas sector, maintaining technical precision and appropriate terminology.
- Additionally, provided meticulous proofreading for technical texts and led localization projects for software and video games, delivering culturally adapted content for international markets.

January 2023 - November 2023

ATRAINDO CLIENTES - Growth Marketing Specialist

- Managed and executed digital marketing campaigns from strategy to delivery, initially focusing on healthcare professionals and later expanding to clients from various industries.
- I led the entire process, including campaign creation, audience targeting, and cross-platform management.
- I developed and optimized advertising campaigns on Google Ads, YouTube, Facebook, and Instagram, enhancing clients' online presence and contributing to increased lead generation and brand visibility across multiple markets.

December 2022 - December 2023

ANATOMY MARKETING MÉDICO - Freelancer Copywriter/Creative Marketing Writer

- Produced compelling copy and content specifically tailored to promote medical professionals' services on social media platforms.
- Developed targeted messaging designed to highlight unique service benefits and build trust with potential patients.
- Focused on driving engagement and fostering meaningful interactions between healthcare providers and their audiences, resulting in increased brand awareness, patient retention, and expanded client reach through strategic content creation.

February 2022 - January 2023

DISRUPTIVEVERSE.COM - Freelance Copywriter

- I worked for one year creating and managing content for web stories and articles focused on technology, Metaverse, virtual reality, and cryptocurrencies. At the time, I produced engaging and informative materials aimed at educating the audience and promoting cryptocurrency-related products and services.
- Developed content strategies that increased audience awareness and engagement, delivering clear, accessible explanations of complex topics to build trust and drive conversions within the digital crypto market.

February 2022 - January 2023

MAISTEMPO.COM.BR - Freelance Copywriter

- I collaborated for one year as a ghostwriter for maistempo.com.br, a platform focused on productivity, time management, and personal development producing content that resonated with professionals seeking to optimize their daily routines and achieve a balanced life.
- I wrote articles, designed web stories, and practical guides aimed at enhancing readers' productivity and time management skills.
- The content was designed to provide actionable insights, fostering a deeper connection with the audience and supporting their journey toward personal and professional growth.

June 2021 - January 2022

RESUMODEPRODUTOS.COM - Freelancer - Copywriter

- I create persuasive sales articles promoting Amazon-affiliated products, crafting content designed to drive conversions and boost affiliate revenue.
- Developed targeted copy that highlighted product benefits and addressed customer needs, enhancing the company's positioning as a trusted seller in the electronics niche.

- I wrote specialized content pieces showcasing the company's expertise in electronic products and sales strategies, strengthening brand authority and supporting marketing campaigns aimed at increasing customer engagement and sales performance.

January 2020 - January 2022
RIO DE JANEIRO COURT OF JUSTICE - Law Intern

- I worked as an intern at the state Rio de Janeiro Court of Justice while attending law school, providing critical support to the legal team by conducting thorough legislative research that enhanced case preparation and legal proceedings.
- I also assisted with administrative and management tasks to ensure smooth team operations.
- I served as a key point of contact for lawyers and the public, delivering timely information and facilitating communication, which improved overall service efficiency and client satisfaction.

April 2015 - September 2017
FLASH TRADUÇÕES - Translation Intern

- I was hired as a translation intern to work mostly with oil and gas industry translations. However, I also translated other technical texts and private company documents containing NDR clauses.
- Additionally, I translated personal documents and technical manuals, mainly related to the offshore sector, maintaining high standards of precision and industry-specific terminology.

January 2014 - February 2015
EASY TRANSLATIONS - Translation Intern

- My primary responsibilities involved handling a wide range of legal documents, ensuring accuracy and compliance in every translation.
- In addition to performing thorough proofreading to maintain high-quality standards, I also supervised and mentored two interns working on various translation projects within the company.
- This role allowed me to develop leadership skills while contributing to the team's overall efficiency and the delivery of precise, professional translations.

January 2011 - January 2021
Cristina Maria's Pediatric Practice - Receptionist, Duque de Caxias, Brazil

- Directed visitors and clients to appropriate staff, ensuring efficient service delivery.
- Administered mail distribution process, ensuring each department received its correspondence in a timely manner.
- Assisted with set up of ID card and access permissions following site security practices.
- Handled appointment scheduling to ensure smooth daily operations.
- Acted as first point of contact for wide range of personnel.

SKILLS

- Written communication
- Creativity
- Digital marketing strategies
- Creative writing skills

- Persuasive copywriting
- Strategic copywriting
- Paid ads consultancy
- Google Ads management
- Meta Ads management
- Campaign optimization
- Technical translation
- Creative translation
- Dubbing scripts
- Social media content creation
- Software localization
- App localization
- Video game localization
- Paid traffic management
- Translation management systems
- memoQ translator pro
- Copywriting and editing
- Translation memories
- Legal translation
- Literary translation
- Website localisation
- Language localisation
- Proofreading
- SEO copywriting
- Transcreation
- Campaign development experience
- Sales strategy familiarity
- Marketing

CERTIFICATIONS

Cambridge Advanced English C1 - Advanced