

RENATA CHELLI ARCOVERDE

SOCIAL MEDIA & CONTENT SPECIALIST

ABOUT ME

I have always been passionate about people, writing and online communication. For almost 10 years now, I've worked with clients from different fields such as fashion, travel, food, entertainment, and lived in London and Holland as a freelancer, which helped me to be comfortable with working independently. I also have experience in team management and working directly with stakeholders.

I'm currently living in Melbourne and looking for a part-time job related to marketing and communication.

CONTACT

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SKILLS

- Good communication skills, both with team members and stakeholders; ability to work remotely or in house; enjoys team work; well-organized.
- Social media planning, brand activation strategy, data driven content creation, audience engagement, copywriting (SEO), customer experience and preparation of performance reports.
- Close connection with digital influencers and experience in creating creative actions partnering them up with brands.

WORK EXPERIENCE

Content Strategist at Ogilvy & Mather - Nestlé ("in house") Jul 2017 - Jul 2019

Responsible for the content strategy and customer interaction of Nestlé brands on social media. Online brand activation, data-driven content, customer engagement strategy (brand voice, social guide, customer service), social reports, team management and point of contact with stakeholders. **Brands:** Nescafé, Starbucks at Home, Dolce Gusto, Nestlé Chocolates, Garoto, Nestlé Farinha Láctea, Purina, Neston, Fiber Mais, Nesfit, Passatempo and Molico. **Working with:** Sprinklr, Slack and Trello.

Social Media Manager at Absolutto Comunicação Oct 2013 - Jul 2017

Contracted for creating online strategies in order to grow our clients sales conversion online and offline; Monitor Social Media groups, trends, tools and applications and recommend actions/next steps; Creative Planning; Branded Content Production (SEO); Improve customer experience online; Team management (Community Manager, Graphic Designer and Data Intelligence); Point of contact between the agency and stakeholders; Regularly report insights gained from social media monitoring to internal and external stakeholders; Relationship with digital influencers and planning creative ways of partnering up with them. **Main clients:** VF Corporation (Timberland), Whirlpool, Alpargatas (Dupé and Meggashop), Replay Jeans, Ecorodovias, CA Technologies and Zurich Insurance.

Travel Editor at Time Out São Paulo May 2013 - Sep 2013

My main duties were creating travel content for Time Out Brasil's website using SEO and feeding their social networks. All the content was also broadcasted on MSN Brasil's travel section to boost their audience.

London Correspondent at STB Student Travel Bureau Aug 2011 - May 2012

I was responsible for all the London content of STB's Ambassador Blog. They have a student in each country who writes about their experiences while studying and living abroad. Travel tips, indication of places and useful services, information about visa and documents needed, English learning hacks, etc.

Online Cool Hunter & Editor at Yahoo! Apr 2011 - Apr 2012

My duty was to do content curation and editing to boost Yahoo Brazil's audience. We had a long list of blog partners so I was also responsible for being the bridge between them and Yahoo Brazil, giving feedback about their audience and results on Yahoo's featured posts. I

LANGUAGES

Portuguese (Native) | English (Bilingual proficiency) | Spanish (Advanced)

EDUCATION

Australian Pacific College (Melbourne): **Marketing & Communication**, 2019-2020
Kings Colleges London: **Advanced General English**, 2011 - 2011
FAAP (São Paulo, Brazil): **Social Media Extension**, 2010 - 2011
Belas Artes (São Paulo, Brazil): **Bachelor's Degree in Graphic Design**, 2005 - 2008