

Ana Júlia P. Cano

Digital marketing specialist. Strategist and content producer for brands.

[LinkedIn](#) | [Portfolio](#)

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EDUCATION

[Digital House](#), São Paulo – User Experience (UX)

May 2022 - September 2022

A five-month live and remote course focused on User Experience (UX) and its various competencies.

[Getulio Vargas Foundation - FGV](#), São Paulo – Marketing and Digital Business Intelligence

March 2019 - October 2020

MBA focused on global digital marketing skills and trends.

[Cásper Líbero University](#), São Paulo – Journalism

January 2014 - December 2017

Graduation in Journalism.

PROFESSIONAL EXPERIENCE

[Agência Ginga](#), São Paulo – Senior Copywriter

July 2022 - Now

Strategic copywriting for Mercado Livre's social media, such as always-on campaigns and video scripts for TikTok, Meta and Twitter, storytelling for presentations, among others. Experience working in horizontal teams with agile methodology and all its rituals.

[SAVE Brasil](#) (BirdLife International Partner), São Paulo – Communications Coordinator

October 2020 - March 2022

Rebranding, [digital strategy](#), [social media strategy](#), content production, online fundraising structure, community management, relationship with international partner institutions such as [Cornell Lab of Ornithology](#) and [BirdLife International](#) (Americas and global). [See all my responsibilities in this job](#).

[Agência Ginga](#), São Paulo – Copywriter and Content Strategist

September 2019 - September 2020

Social media content strategy and copywriting, video scripting, website storytelling, and media campaigns for the following brands: [Hashdex](#) (financial market), [Maped](#) (school supplies), [Ile de France](#), and [Frescatino](#) – Polenghi (dairy products) and [Popeyes](#) (fast food). Experience working in squads with agile methodology.

[Ludic Side Game Studio](#), São Paulo – PR Consultant

July 2019 - August 2019

Developer of the communication and digital marketing strategy for Hoppia Tale game's launch. Responsible for mailing management, writing press releases, giving information to global journalists, and community management at Twitter.

LANGUAGES

Portuguese
(Brazilian) native

Advanced English

Intermediate
proficiency in French

Elementary
proficiency in
Spanish

SKILLS

Impeccable
Portuguese
(speaking and
writing)

Slack, Asana,
ClickUp, Miro, Wix,
Canva, Figma

Proficiency in
Microsoft Office suite
/ Google Workspace

Project and team
management
(experience with
agile methodologies)

Experience with
organizational
processes

Outgoing personality

Basic proficiency in
Adobe Creative Suite

PROJECTS

[Many tics, same
syndrome](#) – Website –
2016

Multimedia platform
(with texts, videos,
photographs and
podcasts) designed
to raise awareness of
Tourette's Syndrome
in Brazil.

29HORAS Airport Media, São Paulo – Communications Manager

October 2018 - July 2019

Creator of the company's Communication Department. Responsible for developing new strategic projects to strengthen the brand externally and to improve internal communication processes. Manager of a team composed of four collaborators in the following areas: designer, videomaker, social media strategist, and journalist.

29HORAS Magazine, São Paulo – *Field Reporter*

January 2017 - September 2018

Journalism articles for the printed magazine on culture, gastronomy, health, sustainability, business, and videogames. Active participation in the development of the new company's magazine graphic and editorial project and in the discussions about the digital strategy.

29HORAS Magazine, São Paulo – *Field Reporter Intern*

December 2016 - December 2017

Content creation for the printed magazine on culture, gastronomy, health, sustainability, and business, among others. Proposal of the magazine's visual layout redesign and modernization of its means of distribution – the new structure of the magazine's totems.

Alliance Française, São Paulo – *Social Media Intern*

October 2015 - June 2016

Production of digital content including texts, images, gifs, videos, and podcasts, as well as the development of cultural newsletters and short teasers for the Alliance Française theater.

INTERNATIONAL TRAVEL

Grenoble, France
(2009) – 1 month

Buenos Aires,
Argentina (2011)

Montevideo,
Uruguay (2011)

Paris, France (2014)
– 2 months

Amsterdam,
Netherlands (2014)

Edinburgh, Scotland
(2015)

Barcelona, Spain
(2017)

Puerto Iguazú,
Argentina (2018)

Cartagena, Colombia
(2019)