

# RUBENS MELO

## Senior Content Marketer & Bilingual Copywriter (PT/EN)

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📍 São Paulo



## EXPERIENCE

### Senior Bilingual Creative Copywriter

#### TRACTIAN

📅 07/2023 - 05/2024 📍 São Paulo, Brazil

- Created content in Portuguese and English across various formats, including video scripts, ads, manuals, product descriptions, emails, newsletters, blog posts, social media content, event materials, landing pages, letters, and case studies.
- Leveraged AI generative tools like ChatGPT, Claude, and Complexity to research content and develop new ideas and formats.
- Developed a custom ChatGPT model incorporating brand voice, ICP, and product information to optimize content production.
- Collaborated with CS, SDRs, and C-Levels to gather insights and data for more effective content creation.
- Partnered with media, video, events, social, and web specialists to provide insights and execute content across different formats.
- Ensured consistent brand voice and tone across all touchpoints, from textual to visual.

### High Income Marketing Analyst

#### Nubank

📅 03/2023 - 06/2023 📍 São Paulo, Brazil

- Reviewed Ultravioleta's CC communication flows to align them with business objectives.
- Analyzed engagement metrics such as open rates, click-through rates, and conversions.
- Collaborated with the content and design team to ensure consistent brand identity on comms.
- Documented and organized Ultravioleta's CC communications tests and processes.

### Product Marketing Analyst

#### Nubank

📅 01/2022 - 03/2023 📍 São Paulo, Brazil

**Part of "New Investors" pack, a team of 3 people responsible for around 10% of the growth of Investments products within Nubank in 2022, focusing on improving the conversion funnel and A/B testing of comms and notifications.**

- Develop strategies to improve engagement metrics, including A/B testing, content personalization, audience segmentation, and optimization of send frequency.
- Communications and tests calendar planning.
- Conduct market research and competitive analysis to identify best practices and trends in marketing communications.
- Collect and analyze customer feedback on communications to identify improvement opportunities and implement changes based on insights gathered.
- Prepare reports and presentations on communication performance and the results of implemented initiatives.

## SUMMARY

Creative marketing copywriter, bilingual (Portuguese and English), with 8+ years of experience crafting compelling content across various formats and channels, also executing digital marketing and communication strategies.

I hold a degree in Journalism and a postgraduate degree in Digital Marketing, both from Universidade Anhembi Morumbi, with specializations in Generative AI for Marketing from Darden School of Business (Coursera) and Creative Advertising from Miami Ad School.

My career has spanned diverse industries including journalism, public relations, advertising agencies, e-commerce, and startups.

A firm believer in data-driven writing and decision-making, but leveraging creativity to build impactful content and ideas, that can drive real growth.

## LANGUAGES

**Portuguese**  
Native



**English**  
Proficient



**Spanish**  
Intermediate



## EDUCATION

**Specialization, The Strategy of Content Marketing** 📅 11/2024

UC Davis | Coursera

**Specialization, Generative AI for Marketing** 📅 09/2024

UVA Darden | Coursera

**Specialization, Advertising Creation** 📅 02/2024

Miami Ad School

**MBA, Digital Marketing** 📅 12/2019

Universidade Anhembi Morumbi

**Bachelor, Journalism** 📅 07/2017

Universidade Anhembi Morumbi

## EXPERIENCE

### Creative Copywriter

#### Nubank

📅 04/2021 - 12/2021 📍 São Paulo, Brazil

- Create and develop persuasive and engaging content for Paid Media campaigns, including search ads, social media ads, banners, and other advertising formats.
- Conduct keyword research and target audience analysis to ensure the paid content is relevant and targeted to the right audience.
- Optimize paid content with a focus on measurable results such as CTR, conversion rate, and ROI.
- Write and create relevant content for CRM campaigns through emails, push notifications, SMS, and other channels, ensuring effective and personalized communication with customers.
- Monitor and analyze campaign performance, providing insights and recommendations for improvement.

### Senior Content Analyst

#### Laureate International Universities

📅 04/2020 - 02/2021 📍 São Paulo, Brazil

- Management and planning of content for e-commerce and social media.
- Development of web pages and landing pages content.
- Writing for homepage banners, social media, and e-mail marketing.
- Writing SEO-driven content for Laureate blog.
- Website optimization coordination and SEO-focused content development in partnership with a responsible agency (Simplex).
- Development of brand personas and content strategies focused on user experience.

### Creative Copywriter

#### Carrefour Brazil

📅 11/2017 - 04/2019 📍 São Paulo, Brazil

- Manage and plan content for e-commerce platforms.
- Write persuasive advertising copy and social media posts.
- Produce editorial content with a focus on SEO.
- Develop scripts for promotional videos.
- Create campaigns and webpages for e-commerce.
- Create product descriptions with a focus on SEO and driving traffic.

### Social Media Copywriter

#### Vila Digital

📅 08/2017 - 11/2017 📍 São Paulo, Brazil

### TV Production Intern

#### Band TV

📅 10/2015 - 03/2017 📍 São Paulo, Brazil

### Press Relations Intern

#### InPress Porter Novelli

📅 01/2014 - 09/2015 📍 São Paulo, Brazil

## CERTIFICATION

### Brand Strategy

Section

### Marketing Retention Strategy

Section

### Essential Organic Marketing

Conversion

### Essential Growth Marketing

Conversion

### SEO

Udemy

### Inbound Marketing

Rock Content

### Branding

Rock Content

### UX Writing

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