

# ROBERTA BARBOSA

robertabarbosa3409@gmail.com

+55 21 99666-3810

[LinkedIn](#)

## SOFT SKILLS

Social Listening  
Copywriting  
Crisis Management  
Social Media Content  
Rational Empathy  
Decision Making  
Transdisciplinary Communication  
Conflict Resolutions  
Social Listening  
Non-violent Communication  
Racial Literacy

Multidisciplinary communicator with over 10 years of experience in Marketing and Creative Communication through strategic content and customer-focused communication. Skilled in using storytelling to build brand awareness, drive organic engagement, and achieve marketing goals. Experience in creating and editing videos and images for digital platforms, optimizing content creation and delivery. Identification and use of internal client resources to expand reach and keep them relevant in the zeitgeist. Outstanding performance in social listening, writing, crisis management, and working in multidisciplinary teams.

## EXPERIENCE

### STRATEGIC CONTENT

KOHLER CO (USA)

2023 - 2024

- Proofreader for special projects of the American company.
- Developed social content for the website and press within the Adobe Experience Manager platform used by the company.
- Copywriter for special materials, such as the Kohler 150th Anniversary projects, sprig, and Home Energy projects.

## ACADEMIC EDUCATION

ANHANGUERA UNIVERSITY  
**MBA IN PUBLIC RELATIONS**  
2024 - 2025

FACHA UNIVERSITY  
**BA IN COMMUNICATIONS**  
2004 - 2009

FAMATH  
**BA IN PSYCHOLOGY**  
2015 - 2016 (unfinished)

### SENIOR COPYWRITER

JABUTICASA (BR)

2021-2022

- Develop the brand's central narrative and translate it across its various communication points.
- Develop the brand manifesto, capturing its identity and values. Write biographies of the brand's founders for the website and press material.
- Create e-commerce content based on SEO study.
- Develop tag texts and product manuals (maintenance, unique features, and important information), enhancing the customer's brand experience from the website to receiving the product at home.
- Collaborate with the Design and Branding team to develop a brand manual for team training.
- Create texts based on the unique and desirable attributes of the products for blog articles and influencer marketing.

### STRATEGIC CONTENT

SMC CREATIVE HOUSE (USA)

2017-2021

- Communication strategies for the American content office, focusing on developing a multidisciplinary language aligned with the target audience.
- Networking management, creating bridges between potential clients and partner professionals to expand the office's reach in Brazil.
- Crisis management and B2B communication, ensuring a proactive, courteous, and effective approach to handling adverse situations.
- Collaboration with the creative and commercial departments to adapt the Communication Plan according to identified needs, in a coherent and impactful manner.

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## STRATEGIC CONTENT

OM.ART (BR | USA)

2013 - 2016

- Strategies and creation of content and branding for Osklen, OsklenSurfing, and Instituto-e, boosting the geo-global recognition of the companies.
- E-commerce copywriting based on SEO research, improving product visibility.
- Development of social content for the website and press.
- Influencer marketing campaigns, ensuring partnerships to amplify brand messages and increase brand visibility on social media.
- Live content and Experience Marketing with the production of events such as the Concrete Sessions - Osklen Surfing championship.
- Social Listening by monitoring mentions, communities, and niche influencers to identify opportunities for brand positioning .
- Proofreading of the e-fabrics, e-ayiti, restinga, and water traces projects for marketing materials, website, and social content.

## CONTINUING EDUCATION

ESPM UNIVERSITY

**NEUROMARKETING**

2012

ESPM UNIVERSITY

**DIGITAL MARKETING**

2011

Perestroika

**ENGAGEMENT MARKETING**

2024

IE BUSINESS SCHOOL

**INTEGRATED MARKETING COMMUNICATIONS**

2018

ANA COUTO + LAJE

**BRANDING**

2023

NORTHWESTERN UNIVERSITY

**THE IMPORTANCE OF LISTENING**

2021

## SENIOR COPYWRITER

ARPOADOR GROUP | ARPOADOR AND IPANEMA INN HOTELS (BR)

2012

- Develop the brand's central narrative and translate it across its various communication platforms.
- Develop the brand mission, capturing its identity and values.
- Write biographies of the brand's founders for the website and press materials.
- E-commerce copywriting based on SEO research.
- Develop product tag texts and service descriptions, enhancing the customer's brand experience from the website to checkout.
- Collaborate with the Design and Branding teams to develop a brand manual for team training. Create content for X, Meta, and blogs, based on each collection's brand book and the identification of the target audience's interests.
- Ghostwriting articles for LinkedIn.

## STRATEGIC CONTENT

MARIA FILÓ FASHION BRAND (BR)

2009-2013

- Social Listening by monitoring mentions, communities, and niche influencers to identify opportunities for brand positioning.
- Creating content (text, images, and videos) for X, Meta, Pinterest, YouTube, Instagram, and blogs, based on each collection's brand book and target audience's interests.
- Crisis management and B2C communication, ensuring a proactive, courteous, and effective approach to handling adverse situations.
- Collaboration with the creative and commercial departments to adapt the Communication Plan according to identified needs in a coherent and impactful manner.
- Writing institutional, aspirational and technical texts for the brand, regular collections, and special projects such as the Maria Filó Ateliê line, Maria Filó & C&A collections, Fashion Rio shows, and others.
- Live content - Live coverage of Fashion Rio shows, photoshoots, and special events to bring followers closer to the brand's universe.

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## AREAS OF INTERESTS

CANCEL CULTURE  
DECISION MAKING PROCESS  
NEGOTIATION  
TECH  
ARTIFICIAL INTELLIGENCE  
MUSIC  
VISUAL ARTS

## STRATEGIC CONTENT

HI-MÍDIA (BR)

2007 - 2009

- Strategic content for L'Oréal Brasil, Maybelline NY, Solar Expertise, Colorama, and Elsève Brasil, boosting the geo-local recognition of the companies.
- Influencer marketing campaigns, ensuring partnerships to amplify brand messages and increase visibility on social media.
- Live content and Experience Marketing with the production of special events.
- Social Listening by monitoring mentions, communities, and influencers to identify opportunities for brand positioning.

## STRATEGIC CONTENT & PRESS

FREELANCER FOR NEW ORDER ACCESSORIES, JELLY, IPANEMA  
RJ POR OSKAR METSAVAHT (GRENDENE), OSKAR METSAVAHT  
PARA RIACHUELO (BR)

2007 - 2009

## LANGUAGES

ENGLISH FLUENT  
  
SPANISH INTERMEDIARY  
  
FRENCH BEGINNER | STUDYING

- Develop the brand narratives and translate them across their various communication platforms.
- Develop brand mission statement, capturing their identity and values.
- Create products tagline texts and descriptions, highlighting their unique features.
- Collaborate with the Design and Branding teams to develop brand manuals for team training.
- Create content for X, Meta, Youtube and blog, based on the brand book of each collection and identification of the target audience's interests.
- Social Listening by monitoring mentions, communities, and influencers to identify opportunities for brand positioning.