



Vanessa Rôla

Copywriter / Ghostwriter / SEO Linguist

Get In Touch

Email:

info@vanessarola.net

Mobile:

+351 914 626 682

Address:

Rua Barão de Sabrosa, 39 - 2D
1900-088 Lisboa
Portugal

Languages

Portuguese



English



French



Spanish



Web Portfolio

www.vanessarola.net

Work Experience

Copywriter, Ghostwriter, SEO Linguist and Translator Freelancer | March 2015 - Present

- Web content production according to SEO best practices
- SEO-optimised blog posts, articles, and newsletters writing
- Keyword localisation and SEO optimisation
- Content production as a ghostwriter, for published authors
- Academic texts and articles translation (PT, EN, ES and FR)
- Linguistic review of academic articles (PT)

Main projects, as a freelancer: Factorial, Jellyfish (for the Google brand), Brainlabs Digital, IFILNOVA (Nova University Lisbon), Manuscrito publishing company (Presença group), Learning Solutions E-books, and Credistar.

Self-employed Project Manager

Neighbourly Lisbon | June 2016 - Present

- Business management and strategy
- Marketing and communication strategy
- Creation of all informative and advertising contents (PT, EN, ES and FR)
- Customer management and support

Type of business: Tourism and short term rental company.

Digital Project Manager

Innovagency | August 2012 - February 2015

- Web projects management
- Web architecture development and features definition
- Content proofreading and quality control

Type of business: Web agency. Main projects: Delta Q, Hotéis Bensaude, and Maratona do Rio de Janeiro websites; Vodafone Rally and Caixadirecta apps.

Web Copywriter

Freelancer | December 2011 - September 2012

- Web content production according to SEO best practices and web content optimisation.

Main projects as a freelancer: Casamentoclick, Eventoclick and Som Alternativo.

Web Project Manager

Search Marketing | January 2009 - September 2011

- Online and social media marketing campaign planning and implementation
- Email marketing campaigns follow up
- Web architecture development

Type of business: Web agency. Main projects: Skoda, Audi, Fiat and Udifar.

Marketing Analyst

TIM w.e. | July 2007 - December 2008

- Promotional campaigns development
- Web content management and production (PT, EN and ES)
- Newsletters coordination and publishing (PT and EN)

Type of business: Content media.

Communication and Media Assistant

Câmara Municipal de Cascais | April 2004 - November 2006

- Web editor
- Promotional material copywriter

Type of business: Local administration/town hall.

Web Promotor

La Folie/The Gift | June 1999 - April 2006

- The Gift's website development and management
- Web copywriter

Type of business: Professional musicians/Production company.

Academic History

SEO and Google Analytics Course

FLAG Lisboa | November 2014 - January 2015

New Media and Web Practices Master Degree

Universidade Nova de Lisboa | October 2006 - February 2009

Communication College Degree

Universidade Nova de Lisboa | September 1998 - July 2003

Languages

- Portuguese: mother tongue
 - English: very good command, both spoken and written
 - French: good command, both spoken and written
 - Spanish: good command, both spoken and written
-

Work Tools

- Wordpress good command
- Can easily work with several CRM tools and email marketing tools
- Adobe Photoshop knowledge
- Web Analytics tools knowledge
- Some knowledge of HTML