



Cintia Coelho da Silva

CONTACTS

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GOAL

Creation of content, Translations and Project Management as a self-employed working home office

QUALIFICATIONS

Internal communications, External communications, Press office, Creation of content, Social media, Organization of internal and external events, Project management, Market and economic sectors study and Translations (in English and Spanish).

PROFESSIONAL BACKGROUND

São Paulo
Sep'18

Cintia Coelho – Content Creation & Translations Freelancer Copywriter

Creation of texts for digital platforms, such as websites, blogs, apps, newsletters, social media and also creation of offline content. Translations and versions services in English, Portuguese and French.

São Paulo
Oct '15 - Sep'18

Medtronic Communications Analyst

Responsible for internal communications strategy ensuring that all internal organizational initiatives and projects are successfully communicated to employees. Planning, edition and writing content for a variety of internal communications in multiple channels, such as intranet, newsletter, email and internal TV, in order to maintain and moderate information and user engagement in every channel. Organization of internal events and campaigns, providing a communications plan for each case. Support to internal surveys; translations and revision of content in English for LatAm and Americas Region. Communications support to the volunteer's company program, helping with many ac

São Paulo
Oct '12 – Mar '15

Souza, Cescon, Barriau & Flesch Advogado Marketing Analyst

Maintenance of institutional website and social media. Development of internal and external communications. Development of ads and invitations. Organization of internal and external events. Submissions of transactions to the main rankings such as Thomson Reuters and Bloomberg. Market and economic sectors study. Coordination of press relations and communications agencies. Development of institutional app (Apple and Android). Budget control of the area.

Alphaville / SP
Jul '11 – Mar '12

Grupo Jari / Fundação Orsa Communications Analyst

Responsible for internal and external communications. Development of institutional materials about all social activities performed by the company. Support to fundraising area, implementing strategic actions of communications. Coordination of relations and communications agencies. Maintenance of institutional website.

Cajamar / SP
Sept '09 – Aug '10

Natura (Projeto temporário) Communications Analyst

Support to the communication department, doing researches, creating texts, and organizing all kind of documents, as videos, photos and etc.

São Paulo
Aug '07 – Jul '09

Colgate-Palmolive Intern

Support to all activities undertaken at the documentation center, as analysis and organization of the documents, and attending to requests of all users

São Paulo
Oct '06 – Aug '07

Hospital Albert Einstein Intern

Support to the communications department, doing researches, creating texts, and organizing all kind of documents, as videos and photos.

ACADEMIC BACKGROUND

Fundação Getúlio Vargas (FGV - SP)
Marketing - Master of Business Administration (MBA)
2016

Fundação Getúlio Vargas (GVPEC)
Post Degree in Corporate Communications
2010

Pontifícia Universidade Católica (PUC - SP)
Bachelor degree in History
2009

CEPE / PUC-SP
Research mentorship: Scholarship students of the Council of Teaching and Research
Mar/2008 to Mar/2009

LANGUAGES

Portuguese	100%
English	100%
French	100%
Spanish	50%

VOLUNTEER EXPERIENCE



HILLSONG SÃO PAULO

Leader of Creative Team (Stage Management and Creative Producing) on during Sundays and development of administrative tasks during the week.



MORAL REVOLUTION

Part of the translation, creation of content and social media management team for Portuguese language.

KEY SKILLS

Computer skills: Word, Excel, PowerPoint, Photoshop, Corel Draw and InDesign.



INTERNACIONAL EXPERIENCE

Institut Parisien – Paris/França

Set '10 – Jan '11

Programa de Intercâmbio e Língua e Civilização Francesa.