

Hello there! My name is Susana Fernandes, and I have dedicated my career to digital communication, starting as a journalist and then turning to content marketing.

I have developed my skills from working with B2B and B2C clients for over 15 years, but this sums up what I would love to do for you: **creating engaging, strategic communication materials that help you reach business goals.**

Which includes:

- Revamping your website's structure and messages with SEO-aware content;
- Creating engaging articles (from funny/light to corporate/educational) that boost the number of visits you get;
- Writing micro-copy for your site and apps, to ensure a seamless and branded user experience;
- Developing content strategies that lay out the path for your company's digital success;
- Helping you find your brand identity and tone of voice.

MY BACKGROUND

- Bachelor's Degree in Communication Sciences, Nova University, Lisbon
- Master's Degree in Journalism and Media Studies — Objectivity in Specialised Media - A Case Study on Technology Publications — Nova University
- Several courses, including Digital Marketing, Creative Writing, SEO, and Script Writing

MAIN CLIENTS & PROJECTS

- EDP (Apr 2018 - Mar 2020) I lead a team of copywriters, applying storytelling techniques to EDP's corporate website.
- NOVA SBE (Jan 2018 - June 2019) I was responsible for creating the brand's tone of voice, coordinating the content team coordination, and writing the website's copy.
- CEF Digital (Feb 2019 – Jun 2020) I worked closely with the CEF Digital team (European Commission), and was involved in content production and marketing strategy of the Building Blocks.
- SECIL (May 2021) - I developed the brand's tone of voice in order to refresh Secil's digital presence.
- GALP (Apr 2018 - Jul 2021) I collaborated in the new corporate website project, and in B2C and B2B apps, as Lead UX Writer.
- TAP Air Portugal (Nov 2017 - Ongoing) I'm part of the communication team and am involved in the creation of digital campaigns.
- Portugal Telecom (Jan 2016) During my long collaboration period at Portugal Telecom, I was responsible for many content creation projects, including the renovation of the company's corporate website, redefining its entire navigation structure, user experience, and written content.
- CES 2008 coverage (Jan 2008) Among my many visits abroad to cover tech events, I travelled to the United States to cover the renowned technology fair CES, in Las Vegas, besides informing readers about Bill Gates' keynote and the latest news on Microsoft, by visiting their HQ in Seattle.



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SKILLS



CREATIVE / UX WRITING



VISION & STRATEGY



EMPATHY / TEAM PLAYER



ATTENTION TO DETAIL



COMMITMENT

HOBBIES



GAMING



NETFLIX & CHILL



EXPLORING THE WORLD