

VIKKI GÓIS

DIGITAL EXPERT
CREATIVE COPYWRITER



I AM

I'm a creative copywriter and social media specialist. A storyteller with know-how in digital strategies for lifestyle, fashion, tech, and wellness brands & publications. Let's talk?

CONTACT ME

E vikki@vikkigois.com
M + 5511981095948

INSTAGRAM LINKEDIN PORTFOLIO

SKILLS

Copywriting/Editing

Community Management

Influencer/Partnerships Marketing

Strategic Planning

SEO

Photography

Design

EDUCATION

- 2010 FASHION BUSINESS + MKT**
UAM - UNIVERSIDADE ANHEMBI MORUMBI
- 2010 PHOTOGRAPHY**
UAM - UNIVERSIDADE ANHEMBI MORUMBI
- 2011 COOL HUNTING**
ESCOLA SÃO PAULO
- 2016 COMMUNITY JOURNALISM**
CARDIFF UNIVERSITY

EXPERIENCE

2016 CREATIVE COPYWRITER
- MUTATO/JWT BRASIL
NOW

Currently, I'm a part of the Avon team as a senior creative copywriter, conceiving and developing digital projects for Avon Global and Avon Brazil, but mostly for other markets around the world, such as creating campaigns, producing assets and social media guides.

Previously, as an editor, I created content for AHEAD, a creative festival that brought music, fashion, design, technology, and art together to surprising locations in Brazil. I was also the Community Manager for this project.

I've also worked as a Community Manager for Jack Daniel's' and Pernambucanas' social profiles, moderating user content, engaging with people and managing the communication between followers and brands.

Still, in this position, I've worked for Gúd, a pet food line from the BRF group. From the start, I operated as a social media planner, content, and tone of voice adviser, studying the opportunities and challenges for such niche market and how we could create a tone of voice that would resonate with the consumers. I was also on the front line of their communications, alongside the client to make sure the brand was helping the customers through responding F.A.Q, building a relationship with the commenters, and working on insights reports with my expertise on social listening.

On and off, before Avon Global, I've also worked as a copywriter for Avon Brasil - one of the biggest beauty players in the business -, writing content related to their campaigns and Always On for social media. This working relationship went so well, that led to an invitation to be a part of one of their digital campaigns (Ultramatte) as a model, standing up for all kinds of beauty and defying the social concept of femininity.

Clients: Gúd, Mutato, Souza Cruz (British American Tobacco), Avon, Pernambucanas, Samsung and Jack Daniel's.

2014 CONTENT, COMMUNITY MANAGEMENT, DIGITAL STRATEGIES & SEO
- REMOTE FREELANCE JOBS
NOW

PALO NUTRITION - August 2017 - NOW

I'm the social media manager, and I'm behind their digital strategies, developing content plans, doing community management and bringing strategic insights for the brand alongside my creative partner, who's the art director.

FLAGCX _CUBOCC - January 2018

As a freelancer, I built the social media strategy and worked on the tone of voice for one of their undisclosed projects related to sports.

CHERRY PLUS - September 2017

As a freelancer (and former content editor), I translated, adapted and edited some material for one of their clients, Mary Kay.

WHAT ELSE MAGAZINE - January 2017 & August 2017

As a freelance consultant, I worked on new SEO strategies for the male fashion online magazine, creating a guide for the editorial team and also bringing performance insights from their social media platforms and website.

AGRUND.COM - October 2016

As a freelance editor for Arlindo Grund's website, I integrated the team producing content (photographing, writing and editing) during São Paulo Fashion Week - covering style, beauty, and design related news.

+ KNOW MORE ABOUT MY FREELANCING HERE

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[Progress bar]

SEO
[Progress bar]

Photography
[Progress bar]

Design
[Progress bar]

2014
-
NOW
INTERNATIONAL MOD
MODSQUAD

As an international moderator, I'm a contributor specialized in digital engagement, such as: moderating content, chatting with customers, managing communities, checking for bugs, buzzing in special projects and analyzing spelling and grammatical mistakes, both in English and Portuguese, for great international brands/clients in gaming, apps and online businesses.

2015
-
2016
CREATIVE COPYWRITER/SOCIAL MEDIA STRATEGIST
ESTÚDIO ÁRVORE

As a digital content editor, I worked closely with 3 of the greatest Brazilian fashion brands, writing/managing their content and creating/planning new communication strategies for Arvore's clients on social media. For Triton, in less than one year, with no investment (just working on a new content strategy that worked for the client, at the time) we could raise their following from 22k to 110k+. I also helped to develop the brand's manifesto "keep on rocking", reintroducing their devil may care attitude to the content, forgotten through the years. After 7 months, I started coordinating more the digital content area and started working on campaign planning, developing online and offline strategies for every phase of the current seasons. My first beauty client was Sephora, and I was responsible for some offline work for in-store displays as well.

Main clients: Tufi Duek, Triton, Corello and Sephora.

2014
-
2016
EDITOR IN CHIEF
THE EDGYTOR

I created The Edgytor to give voice to smart, tongue-in-cheek personalities and to people who had a taste for an edgy point of view. Besides developing the whole concept of the magazine, I've maintained the website daily with the help of a team of 20+ amazing collaborators. Some of my daily responsibilities were: developing SEO and SEM; building social media profiles and creating a following; leading the commercial area & partnerships; editing the team's articles; writing my own articles; designing and coding the website and the flip-on magazine; managing the entire team; planning new projects and executing them. Without any investment in media, I kept the website running and growing. With less than 3 months of existence, we had more than 20k+ page views, due to the success of one of our first photo shoots, created by our team: the first fashion editorial with a drag queen, before drag became more mainstream (beginning of 2014).

2013
-
2014
CONTENT EDITOR
CHERRY PLUS

As a content editor, I was responsible for writing, creating new communication strategies for Cherry's clients (blogs, sites, new online/offline projects and social media) and developing a voice for new accounts and prospects. Since I speak English fluently, I handled most of their international clients, applying my knowledge and background in Fashion as well. This way, I was able to write and translate new content for Kate Spade New York Brazil, for example, approving all the posts with the NY team. I also worked closely with the brand's art director, adapting the assets to the local strategies in the best way, creating a Brazilian voice to the KSNY woman.

Main clients: Kate Spade New York, Safilo Group, Balonè Acessórios, Cherry Plus, Cia. Marítima, NK Store and Salão Marcos Proença.

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