

MARIA PAULA ABREU

COPYWRITER

📍 based in Buenos Aires, Argentina
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EDUCATION

Universidade de Brasília (UnB)

Journalism | 2012 - 2016

Pontifícia Universidade Católica (PUC/RS)

MBA Branding, Marketing and Growth | Expected 2026

COURSES

UX Writing

Awari | 2023 | 60 hrs

Workshop Human Decision Making

Produtos para Humanos | 2023 | 5,5 hrs

Content Marketing

Brasilia Marketing School | 2018 | 14 hrs

Bootcamp Design Management

Parsons School of Design | 2011 | 113 hrs

LANGUAGES

Portuguese | Native language

English | Fluent | Casa Thomas Jefferson

Spanish | Fluent | Exchange experience

French | Basic | Aliança Francesa

EXPERIENCE

Phonexa

Sr. Technical Copywriter | 01/2026 - present

Builds and executes structured marketing messaging across every customer touchpoint.

Hogarth

Sr. Copywriter | 02/2025 - 01/2026

- Creates and adapts content in Portuguese, Spanish, and English – from social and paid media to pitches and creative proposals – for clients like Oracle, YouTube, Mattel, and Nestlé.

The 8Agency

Associate Creative Director | 08/2022 - 04/2024

- Develops 360° campaign concepts for Brazil and LATAM, encompassing social media, event activations, and more.
- Devises launch and amplification strategies to maximize campaign impact
- Collaborates with Spanish and English teams to ensure seamless project coordination and cross-cultural effectiveness.
- Designs processes and formats to streamline operations, enhance efficiency, and optimize results.

Client: Google Cloud Latam

Brand Gym

Copywriter | 03/2021 - 08/2023

- Production of verbal style guides: tone of voice and brand communication.
- Text production for pitch decks and sales presentations.
- Mediation of design thinking workshops.
- Texts for websites (UX Writing).
- Planning and writing launch campaigns.

Over 40 clients, including: Fintech Magalu, Webmotors, Gocase, Grupo OLX, Pampili, Edify, Awari and BTG Pactual.

Confederação Nacional da Indústria - CNI

Digital Strategist | 04/2019 - 03/2021

- Social media editorial calendar.
- Product launch strategy and event promotion on social media.
- Deep content such as podcasts, videos, and interviews.

Digital Group

Jr. Copywriter | 06/2018 - 03/2019

Clients: Caixa, Caixa Seguradora, and Comp Line.

TOOLS

- Figma
- Miro
- LLMs in general
- SEO optimization
- Google Trends