

# Antonio Carlos Martins de Lima

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São Paulo, SP – Brazil

## **Profile**

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I have written, edited, and proofread training resources, newsletters, advertisements, press releases, reports, and website content, among others.

I also translated or proofread books, business letters, commercial proposals, market research studies, travel information, white papers, and other types of documents, especially for B2B audiences.

Thanks to my Journalism background and my work in marketing and advertising, I can switch between informative and persuasive languages, which allows me to create content that is either facts- or marketing-focused.

Additionally, teaching helped me to learn to explain complex things in a clear and objective manner, while reading and research – allied to my degree in Journalism – brought me knowledge on the most diverse fields, as well as the skill of learning quite fast whatever I need.

## **Languages**

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- ◆ English, Spanish, and Portuguese.

## **Education**

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### **Universidade de Mogi das Cruzes**

Bachelor's degree in social communications, with a Major in Journalism (1990).

## **Work Experience**

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### **Translator** (since July 2010)

**Self-employed** | Translation, localization, and proofreading services

- ◆ I worked in the translation, translation review, and proofreading of several books.
- ◆ Also, I translated and proofread websites, articles, white papers, newsletters, presentations, movie synopses, subtitles, market studies, reports, spreadsheets, resumes, agreements, and other documents.

### **Communications Consultant** (2017-2022)

#### **Marketing Coordinator** (2007-2010)

**GoB2B International Corp.** (formerly **B2BMatchfinder**) | International B2B social network

- ◆ I worked in the prospection of B2B clients in Brazil and abroad.
- ◆ I supported the production of business proposals and agreements, as well as the preparation and delivery of business presentations.
- ◆ I also prepared advertisements about the services offered by the company.

### **Business English Teacher** (2005-2007)

**Essential Idioms & Excellent Global** | Language schools

- ◆ I taught English (Intermediate, Advanced, and Conversation classes) to professionals, mostly in-company.

***Copywriter (2004-2005)***

**Bandeira Franco Comunicação e Propaganda** | Advertising agency

- ◆ I wrote advertising resources for campaigns produced with the art director for clients such as politicians, retailers, real estate companies, and others.

***English Teacher (2004)***

**CCAA & Learn Up** | Language schools

- ◆ I taught English (Intermediate and Advanced classes) to adults and teenagers.

***Internet Consultant (2002-2003)***

**Vega Web** | Website production and Internet marketing

**Ato Web** | Website production and Internet marketing

- ◆ I engaged in business relations with clients and prospects.
- ◆ I also participated in briefing sessions with clients.
- ◆ I prepared and delivered business proposals.
- ◆ Additionally, I produced and updated website content.

***Marketing Coordinator (2000-2001)***

**Editora Macmillan do Brasil** | International publisher, ELT (English Language Teaching)

- ◆ I prepared the launch of the corporate website and monitored its results, as well as produced and updated its content using a proprietary CMS (content management system).
- ◆ I managed and forwarded (when applicable) the contacts received through the website.
- ◆ I produced and published advertisements in trade magazines; I also prepared banners, invitations, and other resources for events produced by the company or trade events.
- ◆ I also helped to implement the corporate intranet.
- ◆ Furthermore, I supported the annual calendar of events produced and attended by the sales and pedagogical departments.

***Information Consultant (1994-2000)***

***Bibliographic Researcher (1993-1994)***

**PTI - Publicações Técnicas Internacionais** | Provider of international information in formats as diverse as books, magazines, journals, databases, courses, and others.

- ◆ I provided training and support to users of international information services (executives and other professional people in companies, universities, and government offices).
- ◆ I also produced and delivered marketing campaigns for information services and company events.
- ◆ In addition, I prepared and delivered seminars and workshops about finding information online using commercial databases and the Internet.
- ◆ I translated, wrote, and edited training and marketing resources.
- ◆ I also edited custom-made information newsletters.
- ◆ I researched and provided pricing information for international books and serial publications on the most diverse subjects for companies, universities, and government offices.