

CAMILA SOTTA ELIAS

Copywriter, Localization Expert, Editor

Multilingual Linguist Specialized in Localization & Cultural Adaptation | Copyediting & Quality Assurance (QA) | Storytelling | Transcreation & Content Strategy

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Multicultural communication and language specialist with over 20 years of experience adapting, translating, editing, and creating content for global brands such as **Apple, Google, Meta, Microsoft, Blizzard, and TikTok**. Extensive expertise in transcreation, localization, and linguistic mimicry, transforming complex concepts in technology, fashion, social media, apps, and gaming into engaging narratives for the Brazilian market. Proven track record in ensuring high engagement and cultural resonance through expert copywriting and brand voice strategy. Skilled in editorial schedule management and cross-platform social media engagement, transforming corporate messaging into native-level digital dialogues.

PROFESSIONAL EXPERIENCE

Transcreation & Content Creation Specialist | 2010 – Present

- **Transcreation & Creative Writing:** Produces high-performance articles, e-books, and posts for executives and brands in the tech and lifestyle sectors, ensuring consistent brand voice and market authority. Simplifies complex briefings into clear, impactful messaging.
- **Strategic Social Media Localization:** Creative adaptation of global marketing campaigns for **Meta, Snapchat, and TikTok**. Focuses on UX writing and transforming international briefs into culturally relevant native content, tailoring the tone of voice for specific niches.
- **App, Gaming & Entertainment Content:** Localizes and adapts scripts and interfaces for games and apps, prioritizing user experience (UX Writing) and narrative immersion for target audiences.
- **Multiplatform Linguistic Services:** Writing and editing for the luxury and lifestyle markets with a focus on storytelling and behavioral trends. Combines impeccable grammar with creative writing techniques for websites and social

media. Deep knowledge of the Fashion and Tech industries, translating global trends into local market relevance.

- **Lifestyle & Behavior Content Curation:** Leads trend adaptation and content curation. Identifies cultural nuances to prevent brand friction and ensure authentic communication.
- **Subtitling & Audiovisual Adaptation:** Creative translation, native social media posts, and tone adjustment for promotional videos, ad campaigns, films, and seminars.

Senior Translator & Editor | 2004 – Present

- Lead linguist for localization projects involving social media, games, websites, and SaaS platforms.
 - Linguistic and terminological Quality Assurance (QA) for marketing collateral.
 - Tone of voice adaptation for diverse audiences, ranging from technical/corporate to aspirational B2C.
 - Translation, Editing, and MTPE (AI Post-Editing).
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CORE SKILLS

- **Creative Writing & Localization (EN<>PT-BR):** Ghostwriting, storytelling, copywriting, corporate writing for blogs/sites, audio transcription, and multicultural adaptation. Expert at transforming technical topics into accessible long-form and short-form content. Acts as a ghostwriter to mimic various authorial styles for thought leadership positioning.
 - **Marketing & Social Media:** Campaign localization and engagement strategy. Responsible for maintaining brand voice and culturally adjusting CTAs (Calls to Action) to ensure message fluidity and local appeal.
 - **Specializations:** Music, Marketing, Technology, Games & Apps (L10n), Fashion, Lifestyle, and Human Behavior.
 - **Technical Proficiencies:** Copywriting, transcreation, editing, UX writing, translation, subtitling, audio description, critical editing, and stylistic/grammatical revision.
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EDUCATION

- **B.A. in Language Arts (Portuguese/English)** – Universidade Cidade de São Paulo

- **Specialization in Interpretation (Portuguese/English)** – PUC-SP (Pontifícia Universidade Católica de São Paulo)
 - **Creative Writing Course** – Taught by Clara Averbuck
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TOOLS & LANGUAGES

- **Languages:** Portuguese (Native) | English (Fluent) | Spanish (Intermediate) | French (Basic).
 - **Software & CAT Tools:** MS Office, Trados Studio, memoQ, XTM, Memsource/Phrase, Smartling, Wordbee, Aegisub, Subtitle Workshop.
 - **QA & Project Management:** Xbench, Canva, Notion, Trello, Ziflow, Figma, and various Social Media Management platforms.
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KEY DIFFERENTIATORS

- **Strategic Linguist:** Specialist in cultural transposition and creative writing, focused on generating brand authority in both English and Portuguese markets.
- **Agility & Precision:** Fast turnaround times without compromising terminological rigor or grammatical accuracy.
- **Fluid Translation:** Natural, non-robotic localized content specifically adapted to the target demographic.
- **Thought Leadership Partner:** Helps professionals transform their expertise into high-authority text while maintaining their unique tone of voice.
- **Industry Advocate:** Barcamp organizer for translators and editors in the São Paulo region, fostering dialogue on market shifts and knowledge sharing.