ALEX GONÇALVES

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Profile

Senior Content Strategist, Senior Writer and Scriptwriter with over 15 years of experience built across Brazil, Ireland and Spain. I develop integrated communication and content ecosystems that connect brand strategy, social media, advertising campaigns, digital marketing, audiovisual storytelling, data and AI-driven experiences.

Skills

Strategy: Integrated Communications - 360° Content Planning - Content Marketing - B2B/B2C Digital Marketing - Brand Strategy - Go-to-Market - Inbound & Outbound Marketing - Social Media - Email Marketing
Writing & Content: Senior Writing - Copywriting - Storytelling - Scriptwriting - Branded Content - Audiovisual Production - Localisation - Editorial Development
AI, Data & Growth: Generative AI - Prompt Engineering - AI Agent Communication - SEO - Market Research - Audience Insights - Performance Marketing - KPI Tracking - CRO
Tools: GA4 - Google Ads - Search Console - Semrush - Freshsales - WordPress - Jira - Monday.com - ClickUp - Google Workspace - Adobe Premiere - CapCut - Canva - Gemini - HeyGen - Veo 3 - Google Vids - Claude
Strengths: Intercultural Communication - Stakeholder Management - Project Leadership - Strategic Influence - Narrative Thinking

Professional Experience

SENIOR CONTENT STRATEGIST (FREELANCE)
WPP Production (Hogarth Worldwide) - Remote - Dec 2025 – Sep 2026
Client: Oracle (March 2026 – Present)

- **360º Strategic Planning:** Leading 360° social media strategic planning for the tech community, merging data analysis with trend curation, across LinkedIn, IG, Facebook, X, WhatsApp and YouTube. Grounded in deep product research, I develop content pillars, editorial themes, topic agendas, calendars, and schedules—delivering organic, value-first "show, don't tell" content that builds genuine authority while fulfilling business goals.
- **360° Advertising Campaigns:** Conceptualising high-concept 360° advertising campaigns that bridge traditional media (TV, cinema, physical activations) and digital platforms—bringing big-picture creative direction, storytelling curation, and campaign pitching capability to life.
- **Influencer Marketing Frameworks:** Designing end-to-end creator pilot strategies, integrating influencer marketing directly into social planning, event-driven activations, and funnel-mapped creator profiles.
- **Intelligence & Performance:** Conducted account audits and competitor benchmarking to translate performance metrics into actionable strategy, driving qualified engagement within the tech ecosystem.
- **Localisation, Copywriting & Branding:** Crafted creative and engaging copies in Portuguese and Spanish, ensuring strict alignment with Oracle's global brand guidelines.
- **AI Agent Communication Frameworks:** Assisting in the research, strategic development, and content creation for virtual AI agents (such as Oracle's Lia)—defining voice architecture, character bibles, system prompt guidelines, interaction models, and 360° asset rollouts.

SENIOR CONTENT PRODUCER – Client: Airbnb (Dec 2025 – March 2026)

- **Curation & Storytelling:** Researched real stories, characters and locations for high-complexity digital and offline campaigns across US and LATAM markets.
- **Large-Scale Campaigns:** Provided creative support for projects *Brazil Short Trips*, *Latin Family* & *World Cup*.

- **Multicultural Operations:** Collaborated with international teams across the US, Europe and Brazil, working entirely in English while managing strict deadlines.
- **Technical Rigour:** Oversaw asset development with creative teams, ensuring technical quality, authenticity and compliance with global brand guidelines.

CONTENT & MARKETING SPECIALIST |WRITER | CONTENT PRODUCER (FREELANCE)
Alex Gonçalves Comunicação | Consultancy & Content Strategy - 2010 - Present

- **Audiovisual & Storytelling:** Developed television programmes, documentaries, branded content, corporate communications, advertising campaigns and editorial projects, adapting narratives for different platforms, industries and audiences.
- **Content Strategy & Integrated Communications:** Planned and delivered multi-channel content and communication strategies across online and offline media, integrating SEO, digital marketing, branding and performance objectives for clients across tourism, art, e-commerce, retail, hospitality and entertainment.

Selected clients: *BBC, Discovery, Fremantle Media, SBT, MTV, Record TV, Embratur, Formata, Gullane, Moonshot, Teleimage, SPRIM, Medialand, Trama, FRESH PR, Clinks, Rita Costa Consulting and Yellow Bird.*

SENIOR CONTENT MARKETING SPECIALIST
Xertica.ai - São Paulo, Brazil - May 2025 – Dec 2025

- **Content Marketing Ecosystem:** Led the strategic planning and execution of the company's content marketing ecosystem, integrating organic social media, paid campaigns, email marketing, lead nurturing and sales enablement. Developed campaign strategies and editorial directions that connected business goals, audience insights and product positioning to build brand authority and generate qualified engagement.
- **Full-Funnel Content Production:** Created and managed content assets for different stages of the buyer journey, including social media posts, videos, blogs, infographics, whitepapers, eBooks, pitch decks, newsletters and other campaign materials.
- **Performance & Growth:** Achieved a 35% increase in Instagram reach and a 12% increase in LinkedIn engagement within four months by aligning content planning, strategy and consistent organic publishing.
- **Hands-on Content Operations:** Managed copywriting, post design, video editing and live event coverage, ensuring the strategic plan translated into timely, channel-ready content.
- **Audience & Market Intelligence:** Reorganised buyer personas and conducted market research and competitor benchmarking to inform Go-to-Market campaigns, social content and email marketing flows.

CONTENT CREATOR | COPYWRITER
Apple by TransPerfect - Barcelona, Spain - May 2024 - Dec 2024

- **Generative AI Content:** Developed, curated and refined multimodal content for Apple's generative AI projects, focusing on natural and culturally relevant user experiences.
- **Prompt Engineering:** Created prompts, images and videos for AI model training, ensuring creative precision and interaction fluency.
- **Linguistic QA & Localisation:** Adapted content for the Brazilian market, maintaining Apple's brand voice and evaluating outputs for factuality, accuracy and natural flow.
- **Technical Collaboration:** Worked directly with Engineering and UX teams, providing creative insights that supported model development and improved AI response quality.

SENIOR DIGITAL MARKETING CAMPAIGN SPECIALIST | COPYWRITER
Google - Dublin, Ireland - May 2021 - Feb 2024

- **Campaign Management:** Developed, localised and optimised B2B and B2C campaigns across Search, Display, YouTube and remarketing, focusing on conversions and account health.
- **Content Strategy & SEO:** Wrote and edited ads and landing pages, applying keyword research, audience insights and market trends to identify business opportunities.
- **Data & Analytics:** Monitored KPIs through Google Ads, GA4, Semrush and Search Console, translating performance data into strategic adjustments.
- **CRO & UX:** Audited and optimised e-commerce and lead-generation websites to improve user experience, content performance and conversion rates.
- **Market Intelligence:** Analysed data to support campaign internationalisation, identify new markets and advise on global growth opportunities.

- **Strategic Communication:** Managed newsletters, bulletins and performance reports, translating complex data into actionable stakeholder insights.
- **Recognition & Leadership:** Received the Core Award for strategic excellence, trained new team members and developed educational materials.

SENIOR AI CONTENT DEVELOPER
Google by Cognizant - Dublin, Ireland - Mar 2019 - May 2021

- **AI Content Development:** Created and curated high-quality training datasets to support the optimisation of Google's AI models.
- **Prompt Architecture:** Refined prompt structures to improve content accuracy, consistency and model performance.
- **Global Communication:** Developed internal and external communication strategies for diverse international audiences.

CONTENT SPECIALIST | SCRIPTWRITER
Grupo Bandeirantes de Comunicação - São Paulo, Brazil - 2012 – 2016

- **Audiovisual Strategy & Audience:** Developed scripts and formats for television programmes, editorial and documentaries, contributing to a 50% audience increase across managed projects.
- **Digital Ecosystem:** Planned content for social media, websites and news portals, supporting organic growth and audience engagement.
- **Branded Content & Copywriting:** Created commercials, institutional films and digital assets, connecting narrative development with commercial objectives.
- **Event & Project Management:** Planned and delivered large-scale coverage for the FIFA World Cup, Carnival and Band Verão, from concept to final execution.
- **Stakeholder Management:** Collaborated directly with investors, sponsors and production teams in high-pressure environments.

Education

- **Postgraduate Certificate in Digital Marketing (NFQ Level 8),** *MUT - Munster Technological University - Dublin, Ireland, 2023-2024.*
- **Bachelor's Degree in Digital Marketing (NFQ Level 7),** *Digital Marketing Institute / Cenit College - Dublin, Ireland, 2020 - 2021.*
- **Diploma in Digital Marketing and Social Media (NFQ Level 6)**, *Dorset College - Dublin, Ireland, 2019 - 2020.*
- **Postgraduate in Content Development for Traditional and Digital Media** , *Centro Universitário Senac - São Paulo - SP, Brazil, 2011 - 2013.*
- **Bachelor's Degree in Social Communication and Media Studies (Audiovisual)**, *UFMT - Universidade Federal de Mato Grosso - Cuiabá - MT, Brazil, 2002 - 2006.*

Certificates

- **Language:** Spanish Course - Escola d'Adults Pegaso | Barcelona, Spain (Sep 2026 – Present)
- **AI & Performance:** AI Content Certification (Apple); Google Ads (Search, Display, Video, Apps) & GA4 (Google Upskill); Get Into Tech (INCO Academy Dublin).
- **Narrative & Audiovisual:** Writing for TV, Cinema, and Digital Media (AIC); Creative Writing (Senac); Scriptwriting & Storytelling; Adobe Premiere Editing.
- **Strategy & Communication:** PR, Press, and Business Journalism (Senac); Social Media & Blogging; EPIC Programme (BITC Ireland).
- **Languages:** General English – Cambridge FCE (Dublin, Ireland).

Languages

Portuguese BR: Native | **English**: Fluent | **Spanish**: Advanced