GRAZIELLE FRANCO MIRANDOLA

São Paulo, Brazil | Portfolio: grazimirandola.com.br/en
grazielle.franco@gmail.com | linkedin.com/in/grazimirandola

PROFESSIONAL OBJECTIVE

Senior Content Designer | Senior UX Writer | AI Conversation Designer | Content Strategy

PROFESSIONAL SUMMARY

Content professional with more than ten years of experience in writing and digital content, working across Content Design, UX Writing, copywriting and content strategy. I have planned content for e-commerce, digital products and user journeys in collaboration with design, product and business teams. I have run conversion-focused content tests and worked on a Content System, SEO, GEO and AI-powered conversational experiences. Bachelor's degree in Journalism and postgraduate degree in Digital Marketing; advanced English and Spanish.

PROFESSIONAL EXPERIENCE

Locaweb — LWSA (Brazilian web hosting and cloud company) | São Paulo, Brazil | 09/2017 – 10/2026

Senior Content Designer / Copywriter / UX Writer | 05/2022 – 10/2026

- Planned and produced the content for Locaweb's e-commerce site, including the homepage, 10+ products, the corporate section and promotional landing pages. The new homepage was delivered in 15 business days in a war room format, and the structure created became the foundation of the Content System.
- Planned and ran an A/B/C test on the VPS page, changing only the copy to compare persuasive and feature-based arguments; in the partial results, the persuasive version increased click-through to the order form by about 20% and raised conversion from 4% to 6%.
- Redesigned the error messages for domain search and wrote the content for the AI-guided search; after the first batch, the page recorded about 1% less abandonment and 5% more time on page.
- Collaborated with Product Designers, Product Managers, PMMs and business teams to define journeys, narratives and content solutions for digital products and seasonal campaigns.
- Worked on Locaweb's Content System, focusing on language consistency, scalable production and a coherent written experience.
- Created prompts and generative AI text agents for content review, standardization and process optimization, and applied SEO and GEO strategies.
- Wrote IVR scripts and standard support emails for 10+ products.
- Supported the refinement of the shopping assistant built on Octadesk's WOZ: fed the knowledge base, adjusted the language and tracked data on the dashboard.

Content Marketing Analyst | 09/2017 – 04/2022

- Produced digital content for Locaweb's IaaS, PaaS and SaaS product portfolio.
- Planned, produced and edited content for the website, email marketing, e-books, blog, social media, performance campaigns and events.

Social Media Analyst | Teleperformance — Chevrolet account | São Paulo, Brazil | 08/2016 – 09/2017

- Analyzed social media monitoring reports to identify communication opportunities.
- Worked as Community Manager, edited response scripts and handled customer service on social media.
- Stood in for the supervisor in leading the Command Center team.

Newsroom Intern | Metro Jornal — Bandeirantes | São Paulo, Brazil | 01/2015 – 12/2015

- Wrote feature stories for the Specials section on wellness, home, health, technology and food, published in several regional editions.
- Handled writing, translation and photography tasks.

EDUCATION

- Postgraduate degree in Digital Marketing | FAAP | Completed 12/2018
- Bachelor’s degree in Social Communication — Journalism | Universidade Presbiteriana Mackenzie | 12/2015

COURSES AND CERTIFICATIONS

- Advanced Content Design | Mergo | 2024
- Social Media Strategy and Content Marketing | ESPM | 10/2020
- UX Writing: User Experience and Digital Content | FESPSP | 07/2019
- Branded Content: Content Planning for Brands | Faculdade Cásper Líbero | 06/2019

LANGUAGES

- Portuguese — Native.
- English — Advanced.
- Spanish — Advanced.

KEY SKILLS

Content Design | UX Writing | Copywriting | Content strategy | Content System | Conversation Design | CRO | A/B testing | SEO | GEO | Generative AI | Figma | Jira | Trello | Azure | Notion | WordPress | Clarity | Maze | Ubersuggest | ChatGPT | Gemini | Claude

ADDITIONAL INFORMATION

- Open to remote or hybrid work.
- Available for full-time employment.