

JOAO AIRES

24 years old
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ABOUT ME

As a content specialist with 4+ years of experience, I have developed a strong foundation in developing compelling and targeted strategies for content across platforms. My previous roles have allowed me to analyze and moderate content for websites, social media, and apps, such as TikTok and Helo, ensuring consistent brand messaging and policy engagement. I am well-versed in conducting research, understanding target audiences, trend spotting and tailoring content to meet their specific needs and preferences.

EXPERIENCE

CONTENT STRATEGIST **1021 Creative - Short Videos Ops** **06/2023 • To Date**

- Accomplished content strategist with a focus on identifying trends in short videos across diverse platforms.
- Expertise in creating and analyzing dashboards to derive insights for user experience enhancement.
- Specialized in benchmarking social platforms, examining trends in themes, songs, audios, and content formats.
- Collaborates seamlessly with cross-functional teams to implement strategic content improvements.
- Utilizes analytical skills to identify optimization opportunities and drive content growth.
- Proactively stays informed about platform trends, ensuring a forward-looking content planning approach.
- Applies data-driven insights to not only enhance user engagement but also to continually refine and optimize the overall content strategy.

CONTENT STRATEGIST **ByteDance - Helo Operations** **06/2021 • 06/2023**

- Continuously works on defining content quality, conducting relevant research to identify trends and risks, evaluating 300+ High Quality content analyzed daily, and developing strategies to enhance user experience as project leader.
- Implemented quality control measures and evaluations for time sensitive content to ensure content categories met or exceeded the defined timeline standards based on local marketing data.
- As main point of contact of Search Project, conducted regular DCG and GSB reviews, inspections, and implemented strategies for search engine operation and results improvements.
- Designs strategic workflows to effectively manage sensitive matters on the app, ensuring content safety and preventing government inquiries, such as preventive workflows to address school violence threats and sexual solicitation content.
- Analyzes, controls and develops strategies to combat fake news accounts and content. During the Brazilian election period, monitored fake news in collaboration with Estadão Verifica, identifying and controlling 500+ potentially dangerous posts.
- Serves as the primary point of contact in addressing policy writing for Trust and Safety guidelines, creating 30+ policies in one year and collaborating cross-functionally with Public Affairs, Public Relations and Government Relations teams. Cultivates partnerships and maintains open channels of communication with key stakeholders.

CUSTOMER EXPERIENCE **PEBMED Apps - Biggest medical app in LatAm** **02/2020 • 06/2021**

- Proficient in B2C and B2B management software, tracking progress.
- Develop and implement comprehensive safety protocols and guidelines for commercial spaces, ensuring compliance with industry regulations and standards.
- Conduct thorough risk assessments and provide strategic recommendations to enhance safety measures, fostering a secure environment for employees, customers, and stakeholders.
- Understands consumer protection laws, regulations, and best practices.
- Analyzes and processes consumer claims in line with company policies and regulations.
- Provides customer support for Latam users, resolving issues and defining product guidelines.
- Focuses on protecting user accounts, preventing takeover and fraud.
- Collaborates with internal departments for timely claim resolution.

CUSTOMER CARE AND MODERATION

Match LatAm - Tinder and ParPerfeito
02/2019 • 02/2020

- Message, E-mail and Phone support with deep understanding of customer needs and the ability to address inquiries, resolve issues, and provide timely and accurate information.
- Content moderation (photos, videos, abuse reports, lineups, minors control) for safety measures preventing scammers, fake accounts;
- Conducted research and analysis on emerging Trust and Safety trends and provided recommendations for policy updates for fraud and money scams inside the app.
- Maintained accurate records and documentation of claim activities, including correspondence, findings, and outcomes.
- Prepared detailed reports and presentations for superiors, highlighting market trends, problematic patterns, and recommendations for B2B process improvements.
- Played a key role in spearheading a monetization project, driving revenue growth through strategic planning and execution;

EDUCATION

VEIGA DE ALMEIDA
UNIVERSITY

B.A. in Communications and Advertising
2020 • 2024

FEDERAL UNIVERSITY OF RIO
DE JANEIRO

Writing and Literature English Course
2018 • 2019

WIZARD LANGUAGE SCHOOL

English Course
2016 • 2019

UDEMY

UX and User Success Writing Course
2020

UDEMY

Policy Development
2021

GETULIO VARGAS
FOUNDATION

Social Media and Digital Marketing Course
2023

SKILLS

- Platform Benchmarking: Experience in assessing trends in themes, songs, audios, and content formats on social platforms.
 - Strong understanding of online safety principles, content moderation, and policy enforcement.
 - Analytics and Metrics: Skill in using data analysis to measure content performance and user engagement.
 - Proactivity: Proactive approach to staying informed about platform trends and adapting content strategies accordingly.
 - Effective communication and interpersonal skills to collaborate with cross-functional teams and manage user escalations.
 - Ability to work under pressure and handle sensitive and confidential information with discretion.
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- Social Media Heavy User
 - Detail and Goal Oriented
 - G-suite (Experienced)
 - Microsoft Office (Intermediary)
 - Video Editing

LANGUAGES

ENGLISH Fluent

PORTUGUESE Native