



Isaque Criscuolo

about

I'm a journalist with over 10 years of experience in creating strategic content for global brands and innovative projects. My expertise includes digital marketing, social media, influencer marketing, content product development, and project management. I have worked in the innovation, education, technology, creator economy, and entertainment sectors.

I am skilled at managing multiple projects simultaneously, adapting to dynamic and fast-paced environments. I have collaborated with international teams in more than five countries, developing content strategies for various platforms and audiences.

Among the brands I have developed strategies for are Samsung, Facebook, Instagram, Rede Globo, Seara, Domestika, Google, Petrobras, Smirnoff, Tinder, (re)energisa, Frango Assado, Mercado Pago, and KFC.

From 2016 to 2021, I delivered lectures on digital content trends and journalism. My career includes stints at media outlets like Meio & Mensagem, advertising agencies such as TV1, Mint Digitall, Innova, Supernova, Dagaz Influencer, and Jones, as well as collaborations with entertainment websites like Omelete, UOL, and Série Maníacos.

My mission is to create engaging and impactful stories.

contact

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fluent languages

PORTUGUESE

ENGLISH

SPANISH

social media

LINKEDIN

<http://bit.ly/isaqueLinkedin>

education

UNIVERSIDADE ANHEMBI MORUMBI

Bachelor of Journalism (2009-2012)

UNIVERSIDADE DE SÃO PAULO - USP

Master in Digital Communication Management (2014-2016)

HYPER ISLAND

Master Class Business Transformation (2016-2016)

ESCOLA SUPERIOR DE PROPAGANDA E MARKETING - ESPM

Master in Innovation, Design and Strategy (2016-2017)

THE UNIVERSITY OF TEXAS AT AUSTIN

Product Management for Journalists (2017)

experience

SOCIAL MEDIA SUPERVISOR (2023 - 2024)

Jones

- Oversee the projects and deliverables of the Social Media team.
- Quality control of content production, interaction on client social networks and brand positioning to achieve better results.
- Provide strategic briefs to other departments such as creative, production and media.
- Present projects developed by the social media team to external and internal clients.
- Manage crises and conflicts on social networks with the help of the internal team.
- Present projects to clients to ensure the best defense of the projects and build a relationship of trust with clients.
- Oversee and approve layouts, copy and sample materials before they are sent to clients.
- Develop the social media team to deliver projects in line with the team's proposals.
- Identify and create new business opportunities for the agency.

SENIOR CONTENT STRATEGIST (2022 - 2023)

Supernova

I managed the new Content Projects department, developing strategies for brands and helping creators and influencers to create projects focused on branded content, brand awareness, and campaign conversion. I also helped develop new business models for creators and their content channels.

- Project management and new content formats development/creation such as video series, podcasts, short videos, and others, for creators and brands.
- Content project development for brands with a focus on branded content, brand awareness, and campaign conversion.
- Content project development for creators with a focus on finding new business opportunities.
- Content strategy development for creators and influencers, to help them improve their content and content strategies for brands.
- Strategy and execution of all internal and external content related to the company.

HEAD OF CONTENT (2022 - 2022)

Innova - All Around The Brand

Responsible for the entire digital content area, developing new content projects for brands, and content improvement strategies for social media. I also managed a team of five employees.

- Content strategy development and content supervision.
- Content strategy for new client acquisition projects.
- Definition of career plan and evaluation criteria for the Content Team.
- Managed a team of five Content Strategists with nine clients from distinct markets such as agribusiness, cryptocurrencies, and retail.

VIDEO COPYWRITER | CONTENT CREATOR (2020 - 2022)

Domestika

Worked with the internacional Creative Services / Media team, a department focused on original content creation for Domestika's brand. Responsible for content creation focused on the Brasil and portuguese speaking audience, proposing local topics for long term videos, blog posts and social media formats.

In addition, I was also responsible for creating courses related content formats such as tutorials, free downloads, interviews, and informative pieces with a strong SEO focus to increase conversion for courses.

- Content strategy for Domestika's portuguese and Brazilian audience.
- Original content creation for Domestika's Blog (PT/Brazil), YouTube channel and social media.
- Copywriting for all the content formats and social media posts with a strong SEO strategy.
- Course related contents and script writing for videos posted on YouTube and other social media channels.
- SEO and UX Writing optimization.
- Interviews and research with teachers and experts to develop long term and always green content.
- Content translation: portuguese to english | english to portuguese.
- Content creation for Affiliate Marketing.

CONTENT DISTRIBUTION STRATEGIST (2018 - 2020)

Meio&Mensagem

I worked with the Content Lab team, a department focused on branded content and special projects, developing social media and content distribution strategies. In addition, I was also responsible for creating new content formats.

- Creation, development and execution of the project '100 Dias de Inovação', that covered the most important innovation festivals of 2019 (CES, MWC and SXSW) to Meio&Mensagem's audience;
- Coverage of SXSW 2019 with a project for Samsung's S10 global launching;
- Planning and execution of a special project for Facebook's Summit 2018;

SOCIAL MEDIA STRATEGIST (2015 - 2018)

Meio&Mensagem

Planning and content development for all Meio&Mensagem's social media platforms: Facebook, Twitter, Instagram, LinkedIn and YouTube.

During my management, the social platforms grew more than 90% in followers and engagement. Also, I was responsible for a big change in how the brand was perceived by younger audiences and the media market. That happened because we invested in brand new formats and languages, always trying to reach new audiences and covering topics related to innovation, career, social media and technology.

The challenge was how to properly make a traditional and respected brand like Meio&Mensagem interesting for younger audiences and also the long time readers and subscribers. Today, the brand is perceived as provocative, bold and avant-garde.

- Content distribution strategies for social media;
- On-site coverage of SXSW 2017, SXSW 2018 and SXSW 2019;
- Coverage of Cannes Lions (2015, 2016, 2017 and 2018);
- Creation, planning and execution of the video series 'Influenciadores', 'Creators' and 'Formakers';
- Content creation;
- Data analysis;
- Journalistic reporting and content creation;