



# Alexandre Castro

Content Marketer



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## About me

Started at Smartlook in customer support and localization and I have shifted into content writing for both technical and promotional articles. I am also working as a Content Marketer at Freemius, writing blog articles, doing SEO and content distribution.

## Skills

Content Writing



WordPress



Technical Translation



SEO



HTML



Web Development



Problem Solving



## Experience

Freemius	Content Marketer	Since December 2017
	<ul style="list-style-type: none"><li>• Content development for the <a href="#">Freemius Blog</a>;</li><li>• Content marketing across different platforms such as Online Forums (e.g. <a href="#">Quora</a>) and Social Media;</li><li>• Management and proofreading of guest posts;</li><li>• Email Marketing and content distribution</li><li>• SEO</li></ul>	
Smartlook	Content Writer	Since April 2017
	<ul style="list-style-type: none"><li>• Created the <a href="#">Smartlook User Guide</a>;</li><li>• Maintenance, update and translation of our <a href="#">Help Section</a>;</li><li>• Published the <a href="#">Smartlook School</a> series on our Blog;</li></ul>	
Smartsupp	Customer Happiness Hero and Localization	Since Jan 2017
	Supporting customers and localizing our two products: <a href="#">Smartsupp Live Chat</a> and <a href="#">Smartlook</a> . <ul style="list-style-type: none"><li>• Technical support in English and Portuguese via email and live chat;</li><li>• Localization and translation of banners for Facebook campaigns;</li><li>• Moderation of our social media pages;</li></ul>	

## Achievements

2016	Participated on an EVS Project in an environmental NGO where I got to write several blog articles about major environmental issues and helped with the management of Social Media;
2012	While working as an Operations Processing Assistant, received a prize for the outstanding quality of my work;

## Other Work Experience

Shop Retail (2,5 years); Operations Processing [Backoffice] (2 years); Community Pharmacy [Pharmacy Technician] (1 year); Call Center [Sales + Accounts Receivable + Customer Support] (1 year).

## Education

2011-2015	B.Sc. Hons Pharmacy	ESTESL Lisbon School of Health Technology
2006-2009	High School Diploma Science and Technologies.	Escola Secundária da Cidadela, Cascais

## Language Skills

Portuguese	Native Language	
English	Proficiency according to the European language framework TOEFL iBT Score of 106 out of 120	C1
Spanish	Proficiency according to the European language framework	B1
Czech	Proficiency according to the European language framework	A2

## Interests and Hobbies

Learning JavaScript and its frameworks, technology, linguistics, history, reading, neuroscience, board games, hiking and biking.