

ISABELA COIMBRA

226-977-9104 | [Email address](#) | [LinkedIn](#) | Portfolio

QUALIFICATIONS

- English, French, Portuguese
- Demonstrated ability to craft clear, engaging, and purpose-driven content across multiple formats – copywriting, technical writing, proofreading, and visual storytelling – tailored to meet audience needs and support strategic communication goals
- **Marketing Tools:** Canva, Google Analytics, WordPress, Zoom, Microsoft Office, Hootsuite, Adobe Creative Suite, Semrush, Looker, Mailchimp, CRM
- **Social Media:** LinkedIn, Instagram, Facebook, Twitter (familiar with post scheduling, tone, and strategy)
- **Research & SEO:** Market research, trend tracking, drafting keyword-informed content
- **Soft Skills:** Attention to detail, adaptability, client-focused communication, strong organizational skills

EDUCATION

Digital Communication Management

Expected August 2025

Fanshawe College, London, ON

- I have gained hands-on experience in creating compelling digital content, building integrated social media strategies, and analyzing campaign performance using tools like Google Analytics and SEO frameworks
- I have developed professional skills in copywriting for platforms such as LinkedIn, Instagram, and X, as well as technical design capabilities using Adobe Creative Cloud (Photoshop, InDesign, Illustrator) and WordPress for web content and MailChimp for email marketing
- Courses like Digital Analytics & Optimization, Social Media Management, and Digital Marketing Strategy have provided me with a strong foundation in content creation, campaign planning, and data-driven decision making

Paralegal Graduate Certificate

August 2024

Fanshawe College, London, ON

- Thorough understanding of Ontario laws, such as Copyright laws, PIPEDA and intellectual property

Bachelor's Degree in Law

December 2020

University Center of Brasília – Brazil

- Developed strong research, writing, and analytical skills, with a focus on persuasive communication, attention to detail, and understanding complex regulations

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EXPERIENCE

Court Reporter

January 2025 – March 2025

London Verbatim Reporting – London, ON

- Manage real-time content capture during professional hearings, ensuring accuracy, consistency, and clarity - skills applicable to fast-paced content creation environments
- Edit and proofread complex documents for grammar, tone, and formatting consistency to support publishing-quality deliverables
- Set up and facilitate online client events via Zoom, ensuring a seamless user experience - valuable for webinar coordination or virtual campaign launches

Associate Lawyer (Tax field)

June 2022 – July 2023

Pollet Freire – Brazil

- Drafted and revised high-stakes documents (memos, contracts) while upholding strict confidentiality - similar to copywriting for targeted, high-conversion marketing content
- Supported firm strategy by researching trends, analyzing case precedents, and organizing relevant findings - demonstrates aptitude for competitive analysis and content planning
- Managed internal communications, meetings, and reporting - transferable to team coordination and campaign planning tasks

Student Internship (Public Sector)

November 2017 – November 2019

Superior Court of Justice | Brazil

- Collaborated in the rollout of a new AI-driven classification system for case data - developed analytical and UX awareness critical for digital optimization roles
- Researched and summarized large volumes of technical data for user-centric reports, comparable to SEO keyword and web performance analysis
- Participated in process innovation and content streamlining efforts, aligning with goals of boosting website performance and lowering bounce rates