Vinícius Fregnani

Senior Copywriter | Content, Strategy & Performance

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Summary

Copywriter with 7+ years of experience writing for brands in Brazil and the US, from short-form video scripts to email nurture flows, e-books and landing pages. Wrote the ad that drove a luxury real estate agency's first-ever sale from paid media (a property worth about BRL 2 million).

A stint in QA and product taught me how digital products are built, so I write knowing why things work. Today I am a partner at Giracode, maker of the AI content platform Girapost, and I lead content strategy and release operations for artists at Tonos, a music company.

MAIN SKILLS

Copywriting · Social media and video scripts · Email marketing and CRM nurture flows · Inbound marketing (e-books, blog) · Content strategy and editorial planning · Brand voice · Storytelling · SEO and GEO · CRO and landing pages · Paid social (Meta Ads) · AI-assisted content · Bilingual writing (EN/PT)

Soft skills: strategic communication, creative versatility, product thinking, analytical mindset, ownership, collaboration.

Experience

Partner | Giracode (Girapost)

Mar 2026 – Present

- Helped shape Girapost, an AI platform that automates social media content end to end: topic research, fact-checking, copy, layout, approval and publishing, plus podcast clips for Reels and TikTok.
- Lead editorial quality and operations: validated the writing standard across 460+ posts generated during testing and oversee publishing for the first clients.

Content Strategy & Release Operations | Tonos (music)

May 2026 – Present

- Built content strategies (editorial pillars and calendars) for 3 artists on the roster: O Boto, Celacanto and Fernanda Ouro.
- Ran O Boto's debut album release on FUGA, from track and credits metadata to DSP marketing. The album landed the cover of Radar Rock (Claro Música), #6 on Spotify's Pátria Rock (400K+ saves) and #9 on Deezer's Novo Rock.
- Built the MVP of Tonos's artist career management system, based on "The Career Setup" methodology. It now centralizes information and tasks for 3 artists.
- Built an AI content pipeline (Claude) for the artists' burner accounts.

Quality Assurance (QA) | Avantsoft

Mar 2026 – Nov 2026

- Stepped in as interim Product Owner on iJudi (legal tech) during a team gap: mapped the Jira backlog, ran client meetings on integrations (JusBrasil, notifications) and reprioritized delivery. **The team shipped a month's scope in about 2 weeks.**
- Helped build Instonity, the ERP for DiPedra, one of Salvador's largest stone fabricators: financial module (payables, receivables, check management) and an AI assistant for users.
- Validated dozens of deploys across 5 digital products and proposed UX/UI improvements the team implemented, focusing on delivered value, not just bug-free releases.

Content Producer & Senior Copywriter | The Vineyard Bridge (USA)

2025 – 2026

- Led communications for MV Insulation Solutions, a client and investor of the group: email marketing, Instagram, blog and video scripts for a Massachusetts audience.
- Built brand architecture for new clients, including AGI (Advanced Group Insulation), one of Massachusetts's largest insulation groups, and Cozy Corner café.
- Selected to lead UNUM, the group's upcoming creative studio, partnering with video studio Noep. Helped set it up until the company closed.

Copywriter | ioasys (tech consultancy)

2023 – 2025

- Wrote the narrated video that was the top performer in a 30-day daily-posting Instagram challenge.

- Wrote a video series on the value of specialists: 9 videos, 944 total likes, 188 on "Specialists learn from specialists" alone.
- Wrote and starred in a Valentine's Day video showing AI as an ally in human relationships.
- Created an internal campaign rewarding employees with "nozes" (the company currency) for LinkedIn posts about the company, turning staff into brand ambassadors.
- Turned tech launches and trends into LinkedIn posts and newsletters, Instagram content and internal comms.

Mid-level Copywriter | Heart Co. (gaming apparel and accessories)

Aug 2021 – Dec 2021

- Created a line of bottles styled as FIFA "Ultimate Team" cards for a brand-sponsored tournament at Shopping Villa-Lobos (São Paulo). With no player names or images, it became a sales hit.
- Defined the brand voice for a company partnered with Ubisoft and sponsoring SPQR (FIFA) and Team oNe (Rainbow Six), which won the Six Mexico Major 2021 wearing Heart Co.
- Developed concepts for social media campaigns, landing pages and emails.

Junior Copywriter | PLATZ (now Beatz), full-service agency

2019 – 2021

- Wrote the first ad to close a sale for luxury real estate agency Kasacor: a property worth about BRL 2 million, sold through a paid-media lead for the first time in the company's history.
- Produced e-books, blog posts, ads, Instagram posts and email nurture flows.
- Built personas and tracked social media and landing page conversion metrics.

Customer Service Analyst / Marketing Intern | 3M

2017 – 2018

- Supported marketing and sales for the TSD division: KPI analysis, promotions, events and management reports.
- Updated the division's website content for organic search (SEO).

Education

- **Postgraduate Degree in Popular Music and Entrepreneurship** | Souza Lima (2024)
- **Bachelor's in Advertising** | PUC-SP (2017)
- **Courses:** Creative Writing, PUC-RS (2025) · Football Marketing, Universidade do Futebol (2020) · Sports Marketing, PUC-SP (2018)

Tools

RD Station · Mailchimp · Semrush · Yoast SEO · WordPress · Meta Business Suite · Canva · Figma · CapCut · Notion · Jira · Google Workspace · Microsoft Office · ChatGPT · Claude · Gemini

Languages

Portuguese (native) · English (fluent)