



ADRIANA
CEDILLO

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[LinkedIn](#)

PROFESSIONAL SUMMARY

Adriana is a communicator and marketer with more than 10 years of experience helping organizations to build their online presence, engaging with their audience effectively, and driving business growth through strategic content marketing efforts. Languages: Spanish, English and Portuguese.

SKILLS

Product Marketing

Technical Writing

Copywriting

Content Strategy

Research

Inbound Marketing

SEO

Analytics

Campaign Management

Generative AI

HubSpot

Semrush

Google Ads

EXPERIENCE

Senior Technical Copywriter - Azion technologies Inc - Jun 2021- 12/2023

- Team leader of technical copywriters for Latin America.
- Responsible for researching, writing, and editing **whitepapers, blogs, e-books**, press releases, documentation and other **B2B** content for Azion, a full-stack CDN edge platform that enables developers to build, secure, deliver, and observe applications. This in 3 languages: English, Spanish and Portuguese.
- **SEO optimization**, management of editorial calendar across multiple channels, managing style guides, writing documentation.
- Development and execution of **content strategies** across various social media platforms, email campaigns, and website content, achieving results such as improving audience engagement and building **brand authority** and loyalty.
- Creation of a comprehensive edge computing products documentation and guides repository.
- Use of **analytics** to track performance and adjust strategies to improve engagement, traffic, and conversions, achieving results such as increasing our website traffic by 200% in two years and our conversion rate by 100%.
- Collaboration with **cross-functional teams**, including marketing, design, and product to ensure content strategies align with business objectives.
- Use of **Generative AI** for content creation and strategy improvements such as SEO optimization, brainstorming and increasing performance.
- Conduction **market research** and **competitive analysis** to stay up-to-date with the latest industry trends and adjust strategies accordingly.

Translator/Editor, ZAUM Language Services -Jun 2017- Jun 2021, São Paulo, Brazil

- Commercial and **technical content creation** and **translations** for multinational technology companies such as Samsung, IBM, Cellebrite, Edwards Lifesciences, among others in Spanish, Portuguese and English delivering high-quality content and increasing brand awareness and engagement.
- Translation of websites, **tech and medical documentation** and marketing campaigns, improving communications with customers and increasing global reach.
- Proofreading of texts in Spanish for several sectors and marketing campaigns increasing quality and readability.
- **Quality control** processes, improving texts which enhanced brand reputation and improving website user experience.

Content writer and Translator, EPE Content and Translations - Jan 2017- Jun 2021, Brazil/Mexico

- Creation of content marketing, news and specialized content for company websites and social media in English and Spanish.
- Successfully collaborated with clients for diverse industries (finance, healthcare, technology) to achieve their business objectives through effective content storytelling.
- Collaborated with clients to develop **content strategies** that align with business objectives and target audiences.
- Provided accurate and culturally sensitive **translations** of marketing materials and websites for Brazilian and Mexican companies such as BEUMER group, Ramboll Group, Reactor de Mercados, Instituto Histórico e Geográfico do Espírito Santo (government of Brazil), among others.

Communication Coordinator, Espiral, Creatividad y Encuentro Social, A. C. -Feb 2012- Jun 2015- Mexico City, Mexico

Founder of this organization that promotes social development in Mexico. She has worked on projects financed by the Mexican government, on the promotion of reading, human rights, peace, health and art with young people. She was also responsible for the internal and external **communication** area of the organization, coordinating **marketing, press conferences** and publications of the organization.

EDUCATION

Ph.D., Social Sciences (Jun. 2023)
Campinas, SP, Brazil

State University of Campinas

Research stay at the Institute of Latin American Studies (Free University of Berlin)

MBA, Communications (Apr. 2016)
Curitiba, Paraná, Brazil

Federal University of Parana

Bachelor of Science, Communication Sciences (Mar. 2010)
Mexico City, Mexico City

National Autonomous University of Mexico

CURRENT PROJECTS

Sidi. Research institute. Artificial intelligence linguistic project for mobile devices (Brazil).

MAIN COURSES

- Copywriting Powered by Generative Artificial Intelligence (LinkedIn)- 2023
- The Strategy of Content Marketing (University of California | online) - 2023.
- Online Marketing Course (IAB Spain) - 2016.
- Social Media Marketing Diploma (Impacta Academy) - 2020.
- Inbound Marketing Workshop (EBAC, Brazil) - 2022.

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