



Curriculum Vitae  
&  
Portfolio

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# ABOUT

**My name is Isa.** I like to think of my job as storytelling: tales that fits in a post, a campaign, a series of stories, or even an entire landing page. Throughout my career, I've worked in different areas of communication. Stay with me and I'll tell you all about it!

## PERSONALITY PERSONAL TEST

I COMBINE CREATIVITY WITH RESPONSIBILITY, EMPATHY WITH LEADERSHIP, AND SOCIAL ENERGY WITH A KEEN EYE FOR HUMAN BEHAVIOR.

*[Click here to see the results of my Big Five personality test.](#)*

## PERSONALITY PROFESSIONAL TEST

IN THE PROFESSIONAL ENVIRONMENT, I AM COMMUNICATIVE, OPEN, AND FOCUSED ON BUILDING REAL CONNECTIONS. I ENJOY WORKING AS A TEAM, LISTENING TO DIFFERENT PERSPECTIVES, AND TRANSFORMING IDEAS INTO CREATIVE SOLUTIONS THAT GENERATE ENGAGEMENT AND RESULTS.

*[Click here to see the results of my DISC professional personality test.](#)*

# FORMER JOBS

## MARKETING INTERN

JAN 2020 - APR 2020

Visto Pronto

## MARKETING & DESIGN ASSISTANT

OCT 2020 - OCT 2021

Dental Office

## SOCIAL MEDIA & DESIGNER

NOV 2020 - MAR 2023  
*Freelancer*

Agência Amapola

## SOCIAL MEDIA & COPYWRITER

JUL 2023 - OCT 2023  
*Freelancer*

Agência Fluxxo  
Comunicações

## AUTÔNOMO

DEC 2023 - MAY 2024  
*Freelancer*

## EDITORIAL MARKETING

JUN 2024 - DEC 2025

Grupo Editorial  
Pensamento

I've worked for many companies and even invented fashion on my own. At Dental Office, I blended design with diversity and managed networks, campaigns, and even a squad. At agencies (hello, Fluxxo and Amapola!), I've worked as a social media, designer, copywriter, and sometimes all of these at once. At Grupo Editorial Pensamento, between books, I created a bit of everything—posts, campaigns, articles, even sets for videos and events.

And along the way, I still took some time to freelance, study, create, rethink under the attentive supervision of Luna, my cat and CEO of the house.

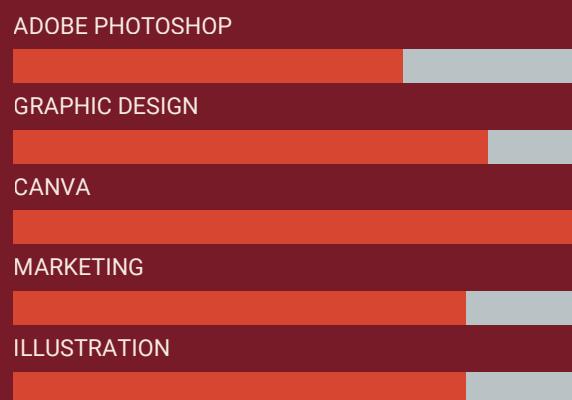
# Education

- BACHELOR'S IN MARKETING | 2021
- MASTER'S DEGREE IN COMMUNICATION, DIVERSITY, AND INCLUSION IN ORGANIZATIONS | 2022

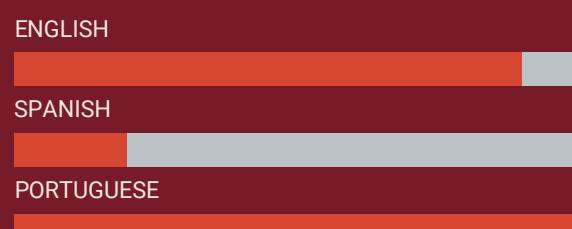
## EDUCATIONAL COURSES

- 360-DEGREE MARKETING IN THE EDITORIAL MARKET
- NON-VIOLENT COMMUNICATION
- CRITICAL AND STRATEGIC THINKING
- DIVERSITY AND INCLUSION IN ORGANIZATIONS
- LEADERSHIP, RESILIENCE, AND LEARNING ABILITY
- DIGITAL COMMUNICATION AND DATA JOURNALISM
- HOW TO HIRE AND INCLUDE TRANS-AGE PEOPLE
- AGEISM AND GENERATIONS IN ORGANIZATIONS

## Professional Skills



## Idiomas



# KNOW- HOW

BESIDES BEING A REALLY COOL LITTLE GUY, I ALSO KNOW HOW TO DO A TON OF THINGS, WANT TO SEE?

## CREATIVE WRITING

COPYWRITING FOR SOCIAL MEDIA, CAMPAIGNS, VIDEO SCRIPTS, BLOGS, AND INSTITUTIONAL MATERIALS.

## GRAPHIC DESIGN FOR SOCIAL MEDIA

CREATION OF LAYOUTS, TEMPLATES, THUMBNAILS, AND RICH MATERIALS.

## CONTENT PLANNING

EDITORIAL CALENDAR, SEASONAL CAMPAIGNS, DEFINITION AND DEVELOPMENT OF TOPICS AND THEMES.

## SOCIAL MEDIA MANAGEMENT

SCHEDULING, FEED ORGANIZATION, INTERACTION, AND PERFORMANCE ANALYSIS.

## PHOTOGRAPHY AND SET DESIGN FOR CONTENT

PRODUCTION OF PHOTOS AND VIDEOS FOR CAMPAIGNS AND SOCIAL MEDIA.

## WEBSITES

WEBSITE CREATION AND DESIGN (WIX AND WORDPRESS).

## AMAZON

ART CREATION AND WRITING FOR AMAZON+ CONTENT.

## DIGITAL MARKETING CAMPAIGNS

DEVELOPMENT OF PIECES, CREATION OF LANDING PAGES, AND EMAIL MARKETING (RD STATION)

## EVENTS AND ACTIVATIONS

COVERAGE AND PLANNING OF ACTIONS FOR TRADE SHOWS AND EVENTS.

## INFLUENCERS AND PARTNERSHIPS

INITIATION AND MAINTENANCE OF CAMPAIGNS WITH CREATORS.

## CUSTOMER SERVICE

SALES, RESPONSES, CUSTOMER SERVICE 2.0, AND COMMUNITY MANAGEMENT.

## PRODUCTION OF ACCESSIBLE MATERIALS

EASY-TO-READ TEXTS, INCLUSIVE LANGUAGE.

## PROMPT MASTERY

USING ARTIFICIAL INTELLIGENCE (AI) TO ENRICH CONTENT.

# CONTENT

Since you've made it this far, why not check out some of my work? Explore a variety of design styles with my personal creations, or see them all by [clicking here](#).

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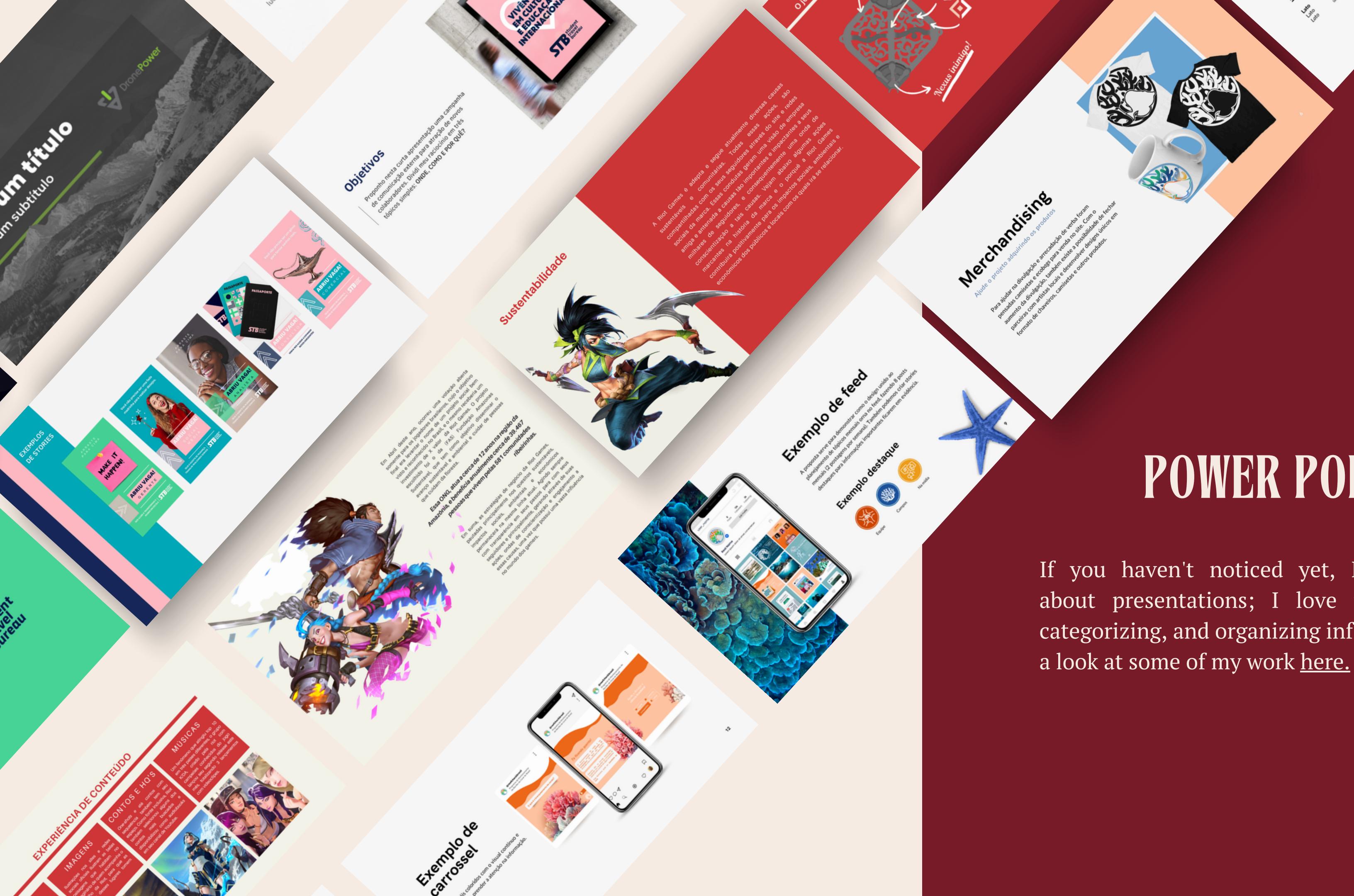
[BRUTALISM](#) [TYPOGRAPHY](#) [GRUNGE](#) [MINIMALISM](#) [MODERNISM](#)

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# POWER POINT

If you haven't noticed yet, I'm passionate about presentations; I love understanding, categorizing, and organizing information. Take a look at some of my work [here](#).



# CREATIVE

Here we do a bit of everything—and with love! I spend a lot of time drawing, writing, playing, singing, and throwing myself into any creative idea that comes my way. And I'm completely against the idea that you have to be "good" at your hobby. **If it makes you happy, it's worth it.**

## ART

COMMING SOON.



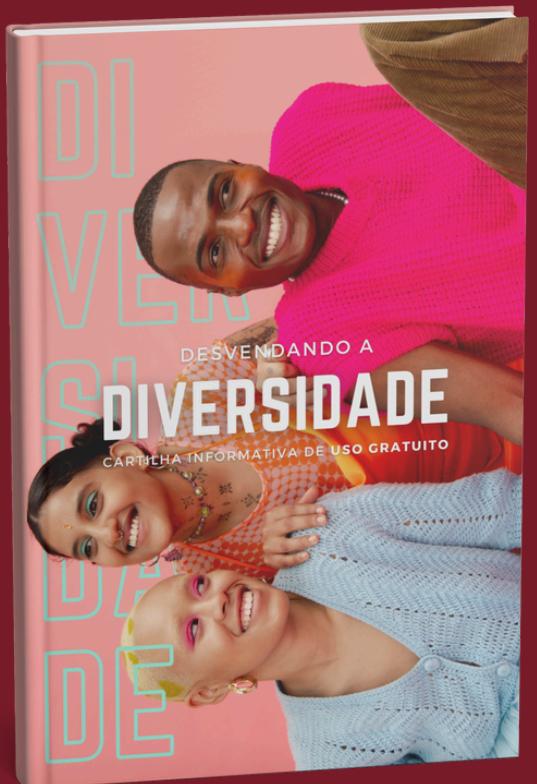
## WRITTING



### SHORT STORIES

[SHORT 1](#) | [SHORT 2](#)

Creative writing exercise: create a story or short story based on a random photo or artwork.



### EDUCATIONAL PRIMER

[PORTUGUÊS](#) | [ENGLISH](#)

A primer with basic concepts on why diversity is a topic that should be a priority in your life.

# PLANS

## BASIC SOCIAL MEDIA

USD \$ **25,00**/DAY  
USD \$500,00/MONTH\*

10% OFF

USD \$ **450,00**/MONTH  
3 TO 6 MONTHS\*

USD \$ **450,00**/MONTH  
1 YEAR

## COMPLETE SOCIAL MEDIA

USD \$ **36,00**/DAY  
USD \$720,00/MONTH\*

10% OFF

USD \$ **648,00**/MONTH  
3 TO 6 MONTHS\*

20% OFF

USD \$ **576,00**/MONTH  
1 YEAR

## DESIGN DIGITAL MATERIAL

USD \$ **50,00**/DAY  
USD \$1.000,00/MONTH\*

10% OFF

USD \$ **900,00**/MONTH  
3 TO 6 MONTHS\*

20% OFF

USD \$ **800,00**/MONTH  
1 YEAR

## COMBO DESIGN + SOCIAL MEDIA

USD \$ **65,00**/DAY  
USD \$1.300,00/MONTH\*

10% OFF

USD \$ **1.170,00**/MONTH  
3 TO 6 MONTHS\*

20% OFF

USD \$ **1.040,00**/MONTH  
1 YEAR

[SEE ALL SERVICES](#)

Phew, we're finally done!

If you've seen anything here that inspired you or made you want to share your ideas, just let me know.

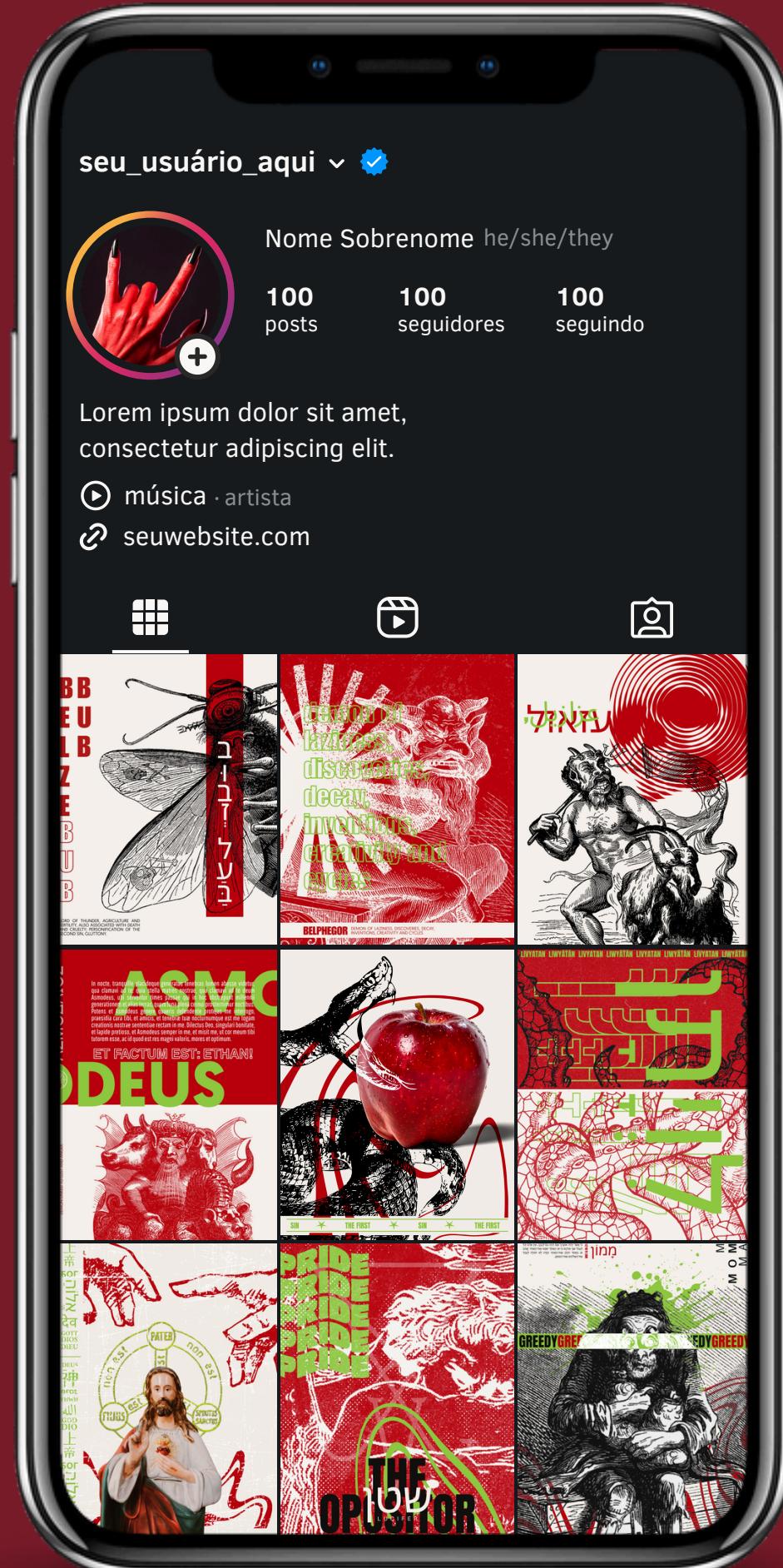


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[ACCESS MY CURRICULUM HERE.](#)



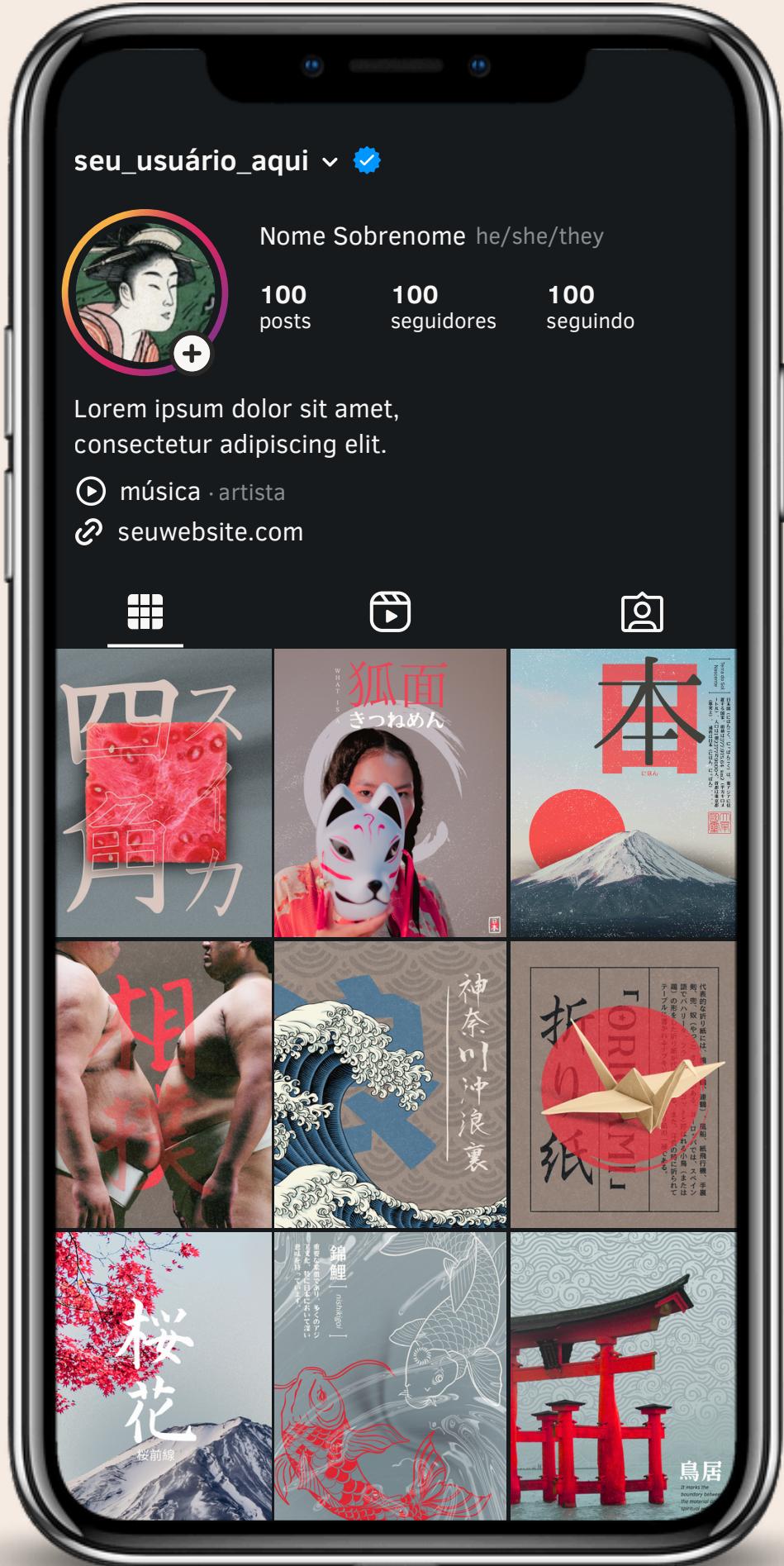
ISABELLE BUCHIANERI



# BRUTALISM

A deliberately "unpolished" style, rough, to the point, and often uncomfortable to the eye. It emerged as a response to the excess of clean aesthetics—the era of minimalism—with a proposal to break standards and draw attention with its visual aggressiveness.

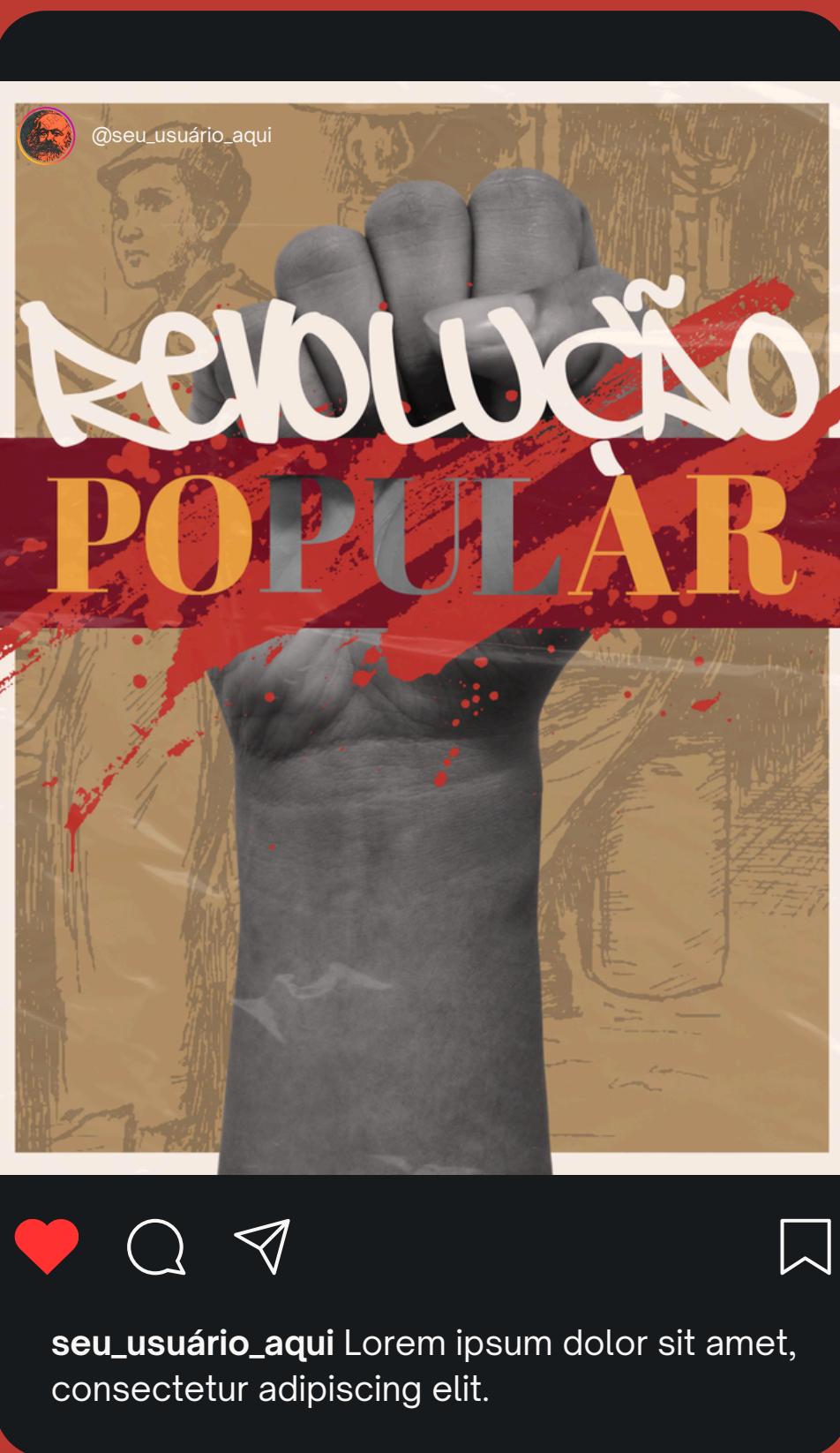
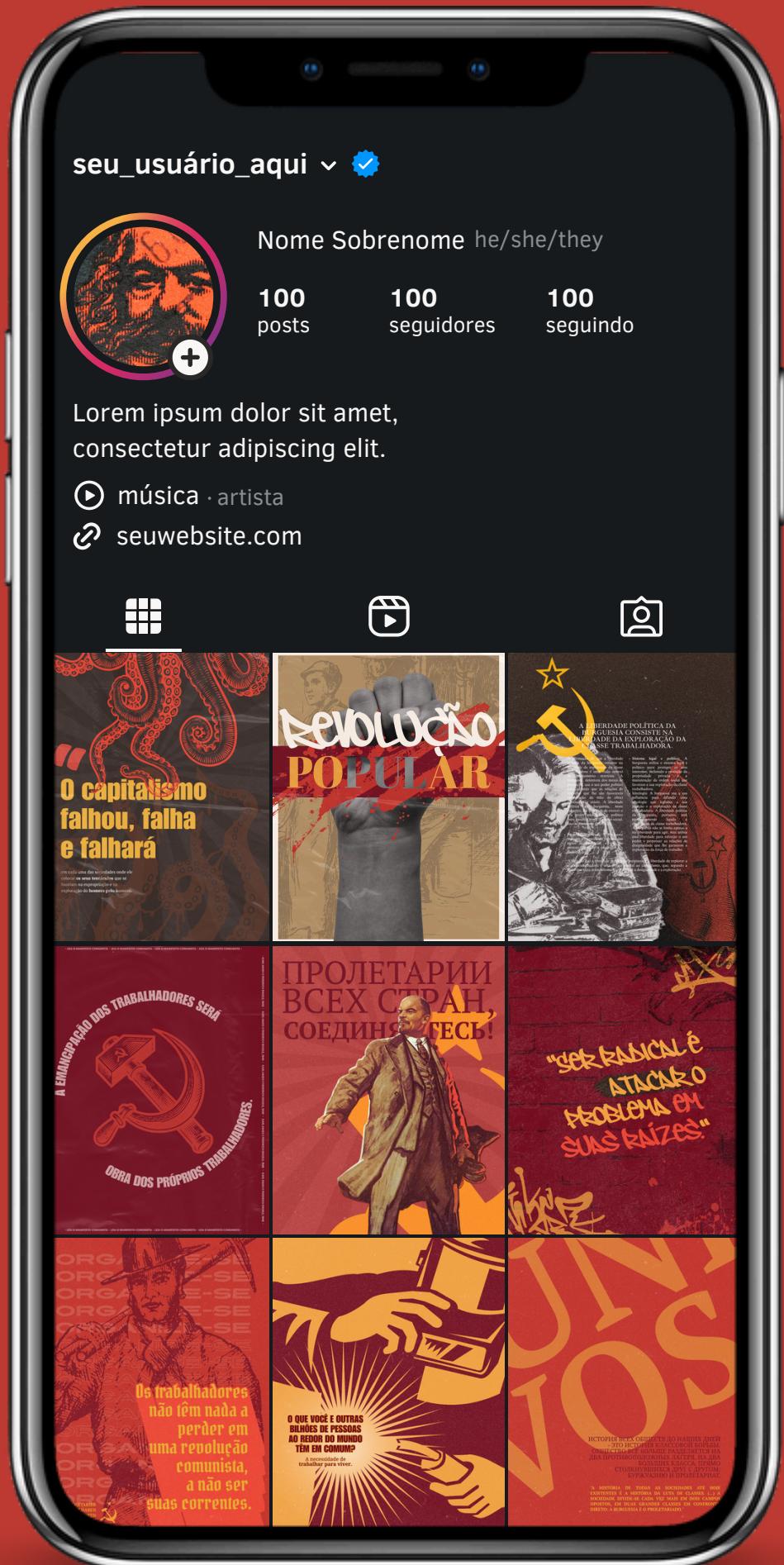
[SEE MORE HERE.](#)



## TYPOGRAPHY-CENTRIC

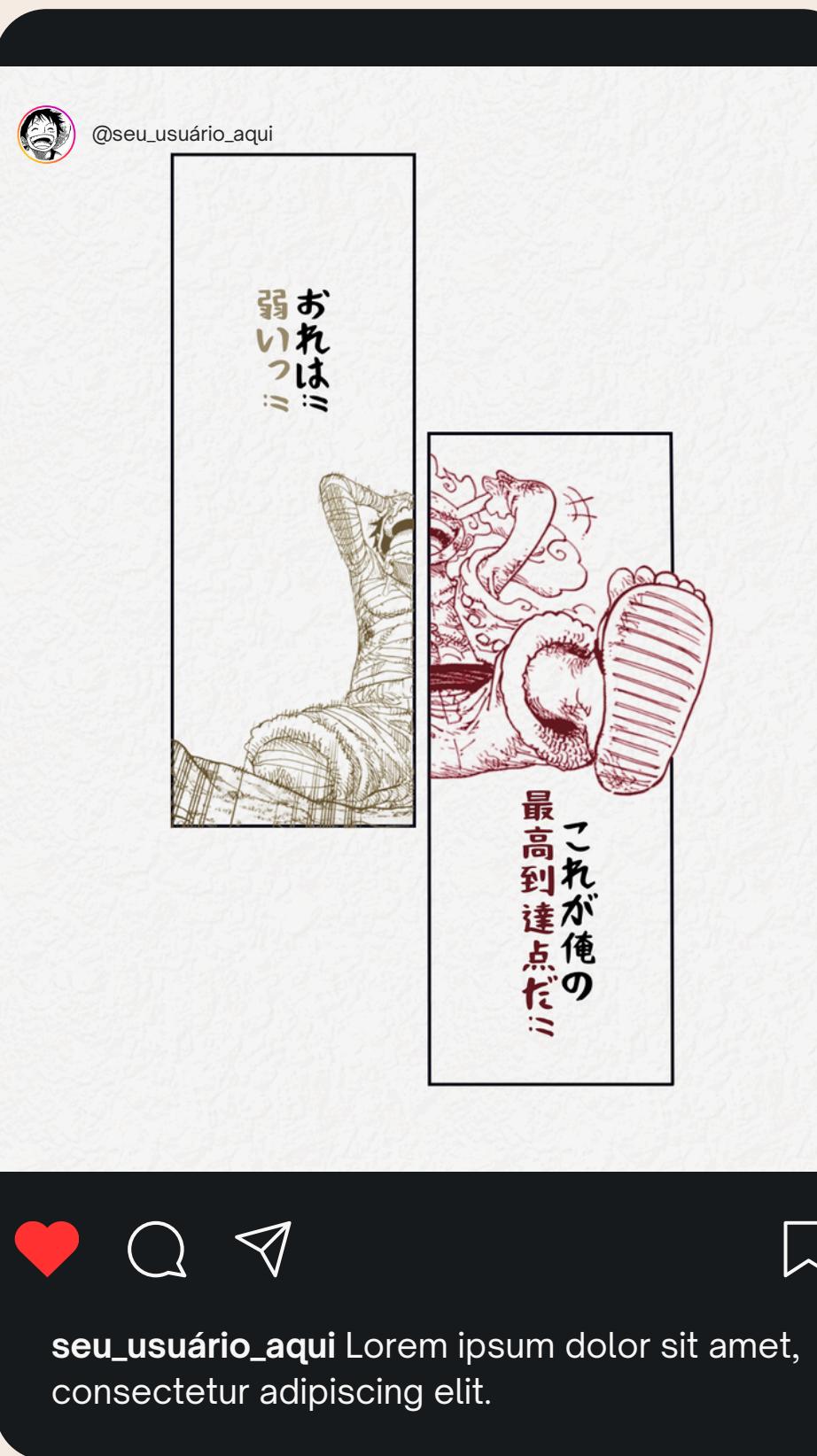
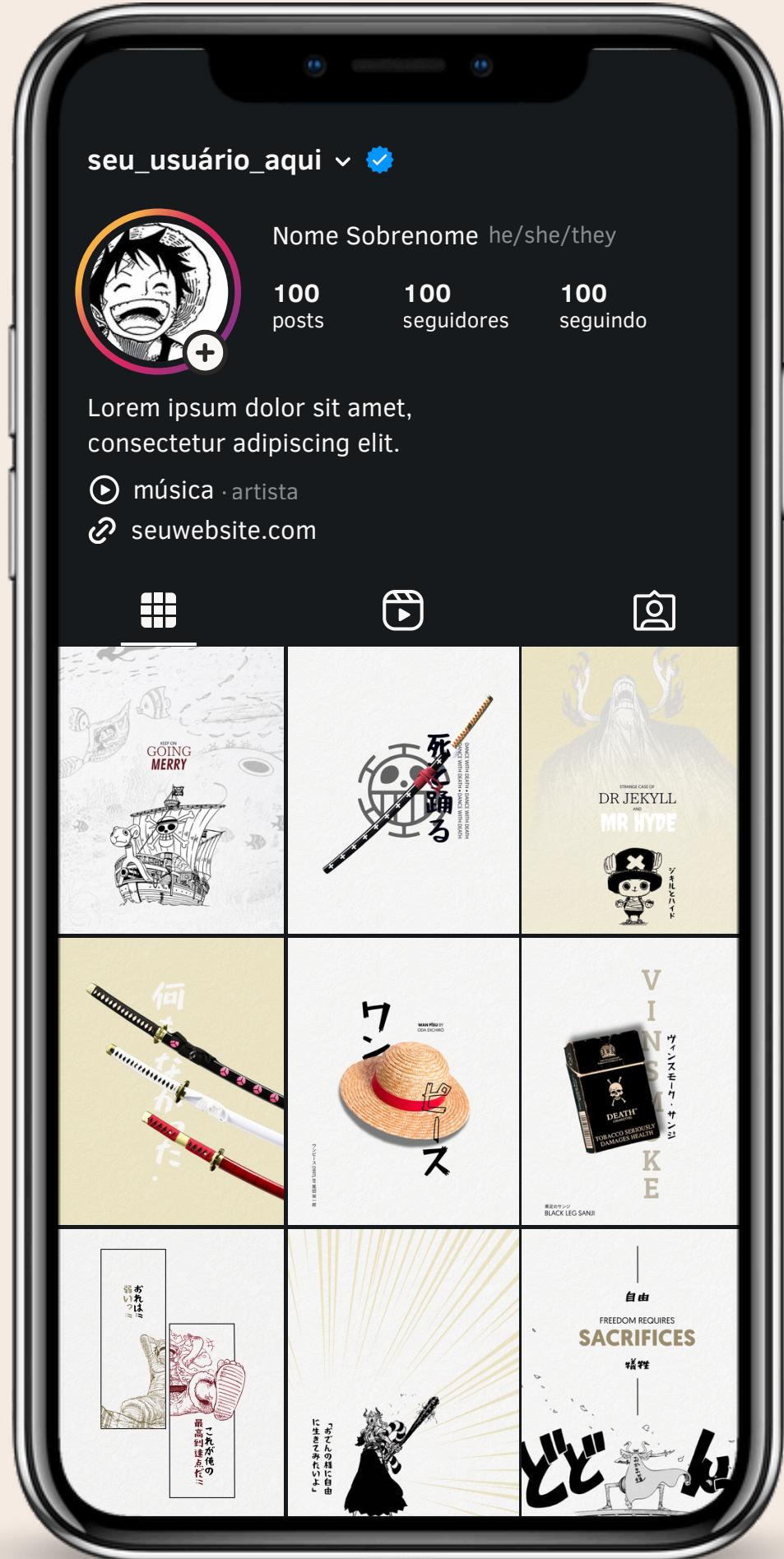
Typography-centric design, using text as the primary visual element. In this design, words aren't just information... they're the design itself.

[SEE MORE HERE.](#)



Raw, real, and unpolished, grunge-inspired design utilizes textures, contrasts, and messages that don't go unnoticed. The grunge aesthetic creates pieces that provoke, communicate, and leave a mark. Because, in the end, aesthetics are also attitude.

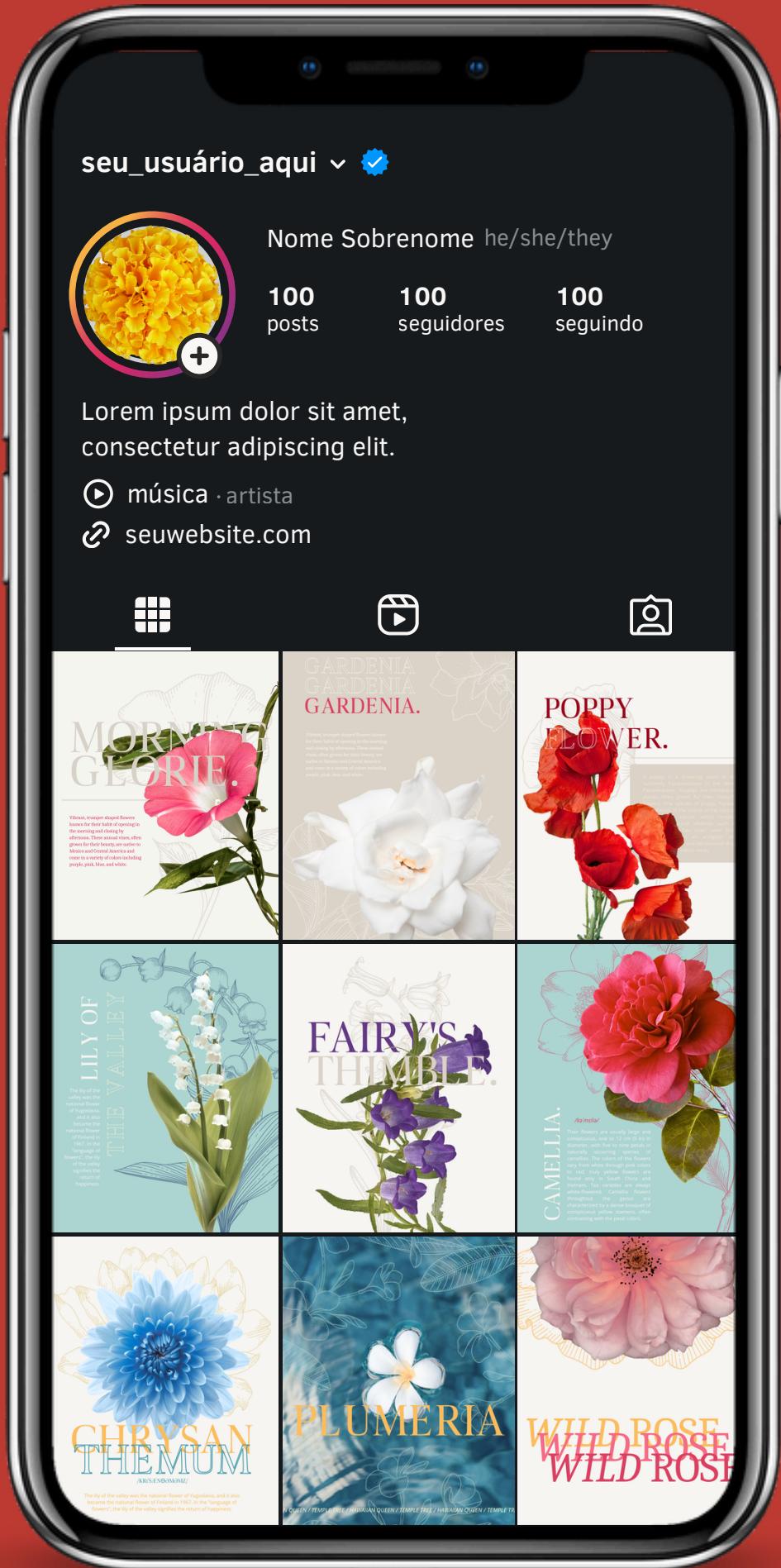
[SEE MORE HERE.](#)



## MINIMALISM

Values the intentional use of white space, simple shapes, clean typography, and a reduced color palette. Every visual element has a clear function—nothing is decorative without purpose. The result is an elegant, direct design focused on the essential message.

SEE MORE HERE.



## MODERNISM

It values simplicity, functionality, and visual clarity. It seeks to eliminate excess and focus on the essential—using grids, clean typography, geometric shapes, and solid colors. It's a rational and objective style, where aesthetics serve communication, not the other way around.

SEE MORE HERE.