UELLINGTON JUNIOR (TOM)

Copywriter & Content Strategist | Campaigns, Paid Media and Brand Content

Salvador, Brazil (remote) | ujuniorpereira@gmail.com | +55 71 99684-1545 | linkedin.com/in/ujuniorpereira
Portfolio: copy.trustonmusic.com.br/en

SUMMARY

Copywriter and content strategist with almost 10 years in brand, campaign and product content. At Jusbrasil, Brazil's largest legal tech company, I led the creative direction of 10+ simultaneous paid media campaigns, wrote the launch copy for Jus IA (50,000 subscribers in year one, 10x the target) and created the brand tagline, working as an in-house agency for B2C, B2B and B2G products, online and offline.

EXPERIENCE

Content Designer / UX Writer | Jusbrasil — Dec 2021 – Feb 2026

- **Paid media:** creative direction for 10+ simultaneous campaigns, defining asset volume and variations and making sure every campaign had enough creatives to keep running.
- **Launch and conversion:** launch copy and pricing page copy for Jus IA, grounded in user research: 50,000 subscribers in year one, 10x the 5,000 target. Copy A/B tests on landing pages, conversion modals and acquisition journeys.
- **Video and scripts:** scripted and coordinated “Jusbrasil Explica”, an educational video series that simplifies legal topics (nearly 70,000 views on YouTube).
- **Blog and SEO:** wrote and launched the Jusbrasil Processos blog series (1M+ views), supported by email marketing, paid traffic and SEO.
- **Offline campaigns:** created materials for Jusbrasil's presence at major legal industry events such as FENALAW and ENJA, for several consecutive years.
- **Brand voice:** wrote the brand tagline “Informação que transforma. Você. Justiça. O Mundo.” (“Information that transforms. You. Justice. The World.”) and ran workshops to spread the verbal identity across teams.
- **Content systems:** reusable content models for landing pages and modals (structure, character limits, CTA rules) and standardization in the design system.

Branding Analyst | Jusbrasil — Jul 2019 – Nov 2021

- Created the company's Content Style Guide (voice, tone and cross-channel consistency) and managed the brand's social channels, growing Instagram by 246% and LinkedIn by 650%.

Founder & Creative Director | Trust On Music Studios — 2021 – present

- End-to-end planning and direction of launch campaigns: messaging, content strategy, visual identity and calendar.

Co-Founder & Storyteller | Slidefy — Jan 2020 – Dec 2020

- Turned complex corporate material into clear presentation narratives for clients such as Neoenergia and Braskem.

Content Intern | n3 Group — 2016 – Dec 2019

- Wrote content for social media, blogs and websites for a range of agency clients.

SKILLS

- **Copy and campaigns:** advertising copywriting, campaign concepts, paid media creative direction, video and ad scripts, A/B testing, landing pages, email marketing, offline and event materials.
- **Content and social strategy:** editorial planning and calendars, social media, SEO, brand messaging, voice and tone and style guides, UX writing, user research.
- **Tools:** Figma, Adobe Creative Suite, WordPress, Wix, Asana, Jira, Trello, Notion, Google Workspace, AI tools (Claude, ChatGPT).

CERTIFICATIONS, EDUCATION AND LANGUAGES

Certifications: Copywriting — EBAC (2022–2023) · UX Writing — FIAP (2024)

Education: Interdisciplinary Bachelor's in Arts — Federal University of Bahia (UFBA), in progress

Languages: Portuguese (native) · English (advanced) · Spanish (intermediate)