

**The Brazil Curator** is a creative content marketing agency that developing cross-cultural -communication strategies ~~to~~ for Brazilian brands, artists, -and independent professionals in the United States.

We also help -foreign companies navigate and thrive in the Brazilian market by overcoming cultural differences and engaging in meaningful interactions with their audience.

As composer Tom Jobim once eloquently said, “Brazil is not for beginners” ~~, so w~~e are here with unparalleled on-the-ground connections and expertise to professionally tailor and ~~spread~~ distribute your story, both in Brazil and in the United States.

Our services include:

### **Content Development and Editorial Strategy**

The same story ~~can get~~ can have different values and interpretations from culture to culture. Tailoring your voice to aligned with your audience is key to succeeding in a foreign country. ~~We help~~ Our expertise helps companies and individuals tell their ~~distinguished~~ unique stories by creating and publishing information that is helpful and interesting to their customers and prospects.

### **Public Relations**

We help companies and creative professionals from Brazil ~~to~~ succeed in the American market by facilitating ~~their~~ connections with corporations, brands, patrons, galleries, -and -alternative organizations. Our team also ~~work~~ hosting events, press conferences and familiarization tours -to bring more credibility to your product or message.

### **Media Relations**

We are experts in sharing great stories in with the press, -and because we’ve become a valued source of information to publications and digital influencers, we also know where the opportunities lie to most effectively spread your ~~word~~ message. We also help boosting media coverage ~~to~~ for our clients by building relationships with the new face of the media: bloggers, digital influencers, -and brand ambassadors.

### **Website Development**

A great -website is the most important inbound marketing tool you can have. ~~A g~~reat design and navigation are -key, -but the most important aspect of success is to deliver -your message clearly and strategically to convert visitors into customers. Whether you need a new website from scratch or a revamp, our team can work with you to develop a successful online presence.

### **Translation and Content Localization (English-Portuguese)**

Developing communications in another country requires more than -just accurate translations -~~it~~ comes along with also requires cultural awareness on -how to address certain topics. ~~It is~~ A natural and authentic voice is always preferable ~~to~~ over ~~sound natural and authentic than~~ to stereotyping your own culture or -others. We work to -adapt your business -DNA to the American and Brazilian -markets by -using -expert copywriting, proofreading and marketing linguists.

Who’s Onboard

**Tatiana Cesso** is a highly creative communications professional with expertise in content marketing, editorial strategy and storytelling ~~to~~ for ~~different~~ various industries, ~~such as~~ including entertainment, arts, travel, fashion and food.

She worked as an editor of the Culture section -for InStyle Brazil, one of the world’s leading publications on -celebrity style, and was responsible for over 30 magazine cover stories on entertainment and fashion.

Tatiana ~~has~~ also ~~has~~ experience with cross-culture marketing strategies to increase brand awareness and build customer loyalty, both in Brazil and in the United States. Among ~~the~~ companies she has worked with ~~are~~ ~~the~~ sunglasses brand, Chilli Beans, and ~~the~~ women's footwear retailer, Arezzo, both ~~the~~ largest in their category in South America.

~~Living~~~~Having lived~~ in the U.S. since 2010, she is a frequent contributor ~~to~~ prestigious media outlets, such as Elle, Marie Claire and Veja, the largest news magazine in Brazil.

"My goal with The Brazil Curator ~~is~~ to leverage awareness about the Brazilian culture in the United States, these two beloved countries I've ~~been calling~~ ~~called~~ home. Brazil has always had a soft place in ~~the~~ America's heart, but language and cultural ~~barriers~~ ~~have~~ prevented ~~companies~~ and talents from getting their ~~message~~ across clearly and to the right ~~public~~~~audience~~. ~~I~~ work to overcome communication obstacles ~~by~~ using ~~my~~ connections and expertise ~~as~~ a journalist, media relations and marketing professional".

**Gabriela Klein** has built a career as a communication ~~liaison~~ between Brazil and United States businesses. ~~Starting~~~~After starting her career~~ as a reporter for the Brazilian branch of technology publication CRN, she later ~~offered~~ her tech and business expertise to communication agencies in Brazil.

Based in the United States since 2006, she has dedicated her skills to help~~ing~~ global ~~organizations~~ and non-profits, ~~such as the Rotary International~~, develop~~ing~~ multicultural projects, social media campaigns and celebrity ~~engagement~~. She ~~was~~ ~~has~~ ~~also~~ ~~been~~ responsible for developing communication strategies for ~~a~~ long ~~term~~ campaigns with various ~~Brazilian~~ celebrities, ~~such as including~~ supermodel Isabeli Fontana and singer Ivete Sangalo, ~~both of who~~. ~~Both~~ became active ambassadors for polio ~~eradication~~ with the global NGO Rotary International.

"My contribution to The Brazil Curator comes from my ~~belief~~ in the power of strategy guided by a truly multicultural view. It is important to know as many communications tools as possible, but sensing exactly how people, with entirely different backgrounds, prefer to do business is essential if you want to gather the best results ~~in on~~ either side of the Equator ~~line~~".

**Yasmim Castro** is the ~~talented eyes~~ behind ~~Studio~~ MiCastro, where she works shooting music videos, fashion editorials and creative art projects. She ~~also~~ has ~~also~~ experience managing social media and developing projects with digital influencers.