

LYGEIA GOMES

WRITER | CONTENT STRATEGIST

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 : [Lygeia Gomes](#)

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STRENGTHS & SKILLS

Writing | Editing | Content Strategy | Storytelling | Email Marketing | Problem-solving

Tools: Microsoft Office Suite | Adobe Suite | SemRush | Google Analytics | Vividata | WordPress

WORK EXPERIENCE

The Telegraph, India (2020 - 2022)

Feature Writer

- Achieved 15000+ views on feature stories by capitalising on research, ideation and storytelling skills.
- Optimized The Telegraph's 'Try This Today' column to grow impressions by 15 per cent per month.
- Spearheaded a team of eight interns tasked with coordinating and executing content on our content management system.

MKBD Designs, Toronto (2023 - present)

Copywriter

- Achieved clarity and consistency across content by creating a style guide for all internal content creation teams.
- Increased community engagement by 20 per cent by incorporating call-to-actions in social media copy.

DeCourses Cafe, Toronto (2023)

Content Strategist

- Collaborated closely with the creative director to create a six-month content strategy that increased followers by 25 per cent.
- Created a unique brand personality that increased community engagement and walk-in customers by 20 per cent.
- Analyzed three competitors to incorporate industry trends and competitive insights into the content strategy.

Spoon and Fork, Toronto (2023 - present)

Server and Shift Leader

- Created custom solutions in tune with the needs and interests of the organisation which reduced customer complaints.
- Coordinated key activities with three cross-functional internal stakeholders to maintain the overall flow of service.

EDUCATION

Humber College, Toronto (2023 - 2024)

- Leveraged critical thinking, problem solving and presentation skills to consistently graduate with honours.
- Performed efficiently in a fast-paced environment by applying research, analytical and communication skills.
- Always a dependable teammate who enthusiastically steps into leadership roles.

Public Relations Graduate Certificate (2024)

Writing Lab | Media Relations | Internal Communications | Corporate Social Responsibility | Strategic Communications | Public Affairs | Change Management | Investor Relations

Content Strategy Graduate Certificate (2023)

Content Strategy | Design Interaction | Content Strategy Analytics | Project Management

St. Xavier's College, India (2017 - 2020)

Bachelor of Commerce

VOLUNTEER WORK

Loreto Rainbow Homes Foundation (2017 - 2020)

- Taught English and Math to students in Grades six to ten.
- Organised monthly exhibitions and competitions for the members of the art club.

ACHIEVEMENTS

- Interviewed leading names in the global food industry including Chef Sanjeev Kapoor - India's most celebrated chef and Sicily's Chef Enzo Oliveri who served Princess Diana and Robert De Niro.
- Held leadership positions during high school — Macaulay House Captain, Swimming Team Captain and Director of Administration at La Martiniere Calcutta's Model United Nations.
- Represented the state of West Bengal in India's Senior National Aquatic Competition.