



We are a **copywriting** and **social media marketing** agency that helps brands create graphic and written content to become relevant in their space.

At our core, we are a network of freelancers from Latin America with talent in multiple industries, languages, and types of content.



Our core team has 10+ copywriters, graphic designers, technical writers, and marketing experts living in **Medellin, Colombia.**

(USA - Eastern timezone)

Not to mention, we can pull talent from our own vetted network of freelancers who are **ready to rock!**

Copyriders

## Our team has the capabilities and experience doing:



## Founding Partners



### Yanina Sigman

I'm an Argentinean corporate lawyer and notary public with 12+ years of experience drafting and reviewing corporate contracts and legal documents. I have an MBA specializing finance and marketing from UDP (Chile). I decided to leave the legal world to pursue my passion of becoming a freelance copywriter. Later on, I built a capable and professional team around it.

Languages:      
SP EN FR IT



### Pablo Mascaretti

I am a technology expert. Since I was born in Argentina and have lived in many countries, I am a polyglot. I have a double major in Aerospace Engineering and Economics from Purdue University (USA) and a Master's in Software Engineering (Canada). Quickly along my path, I discovered my superpower: communicating extremely complex and technical thoughts into simple concepts. Thus, I decided to specialize in copy and content creation for the IT, business, and finance sectors.

Languages:       
SP EN FR IT POR

Copyriders



# Portfolio

**Our work speaks for itself.  
These are our core industries:**

Copyriders





# Gaming

We work with two of the largest Business Process Outsourcing (BPO) companies in the gaming industry. These BPOs provide Player Support, Localization, and Quality Assurance (QA) services to aid game publishers in developing and creating video games that deliver an outstanding Player Experience.

Both clients combined have a total headcount of 8000+ employees. **Our team created social media posts and thought leadership articles to increase brand awareness and follower count on LinkedIn.**

Moreover, we created localized content in French for the Canadian subsidiary of one of the largest snack food and beverage companies in the world.

**The scope involved translating and localizing a marketing campaign for customer support inquiries regarding video game promotions.**

click on the links below

## Articles

[“The positive impact of web3.0 technologies on the player experience”](#)



[“Player experience might be the next step for the metaverse to “blow up big”](#)



[“The Challenge of Attracting and Retaining Player Support Talent”](#)



[“Five Key Metrics For Delivering Exceptional Player Support”](#)



## Social Media

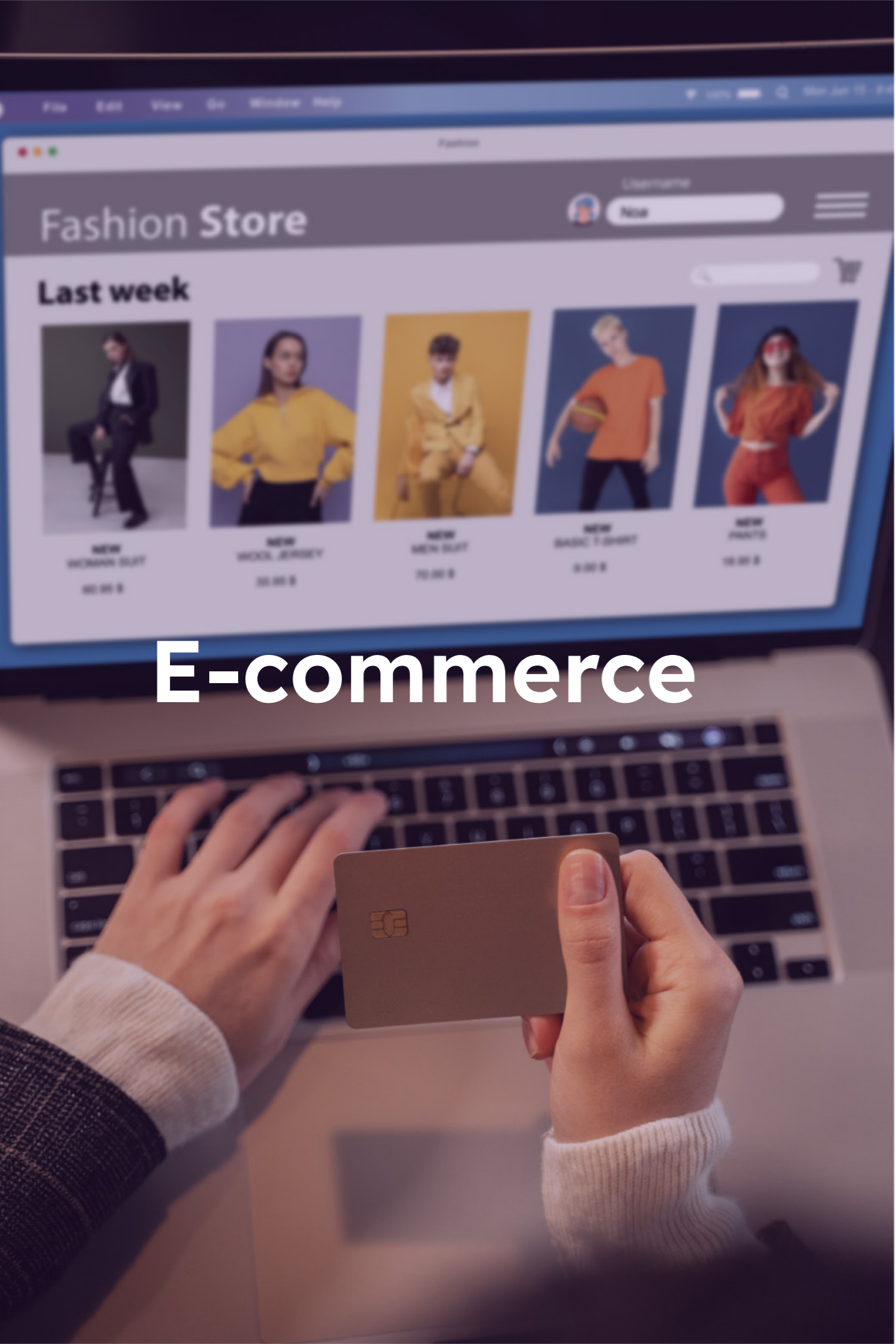
[“Could gaming communities spiral out of Spider-Man’s control?”](#)



[“Player Experience Deep-Dive: In-Game Transactions”](#)





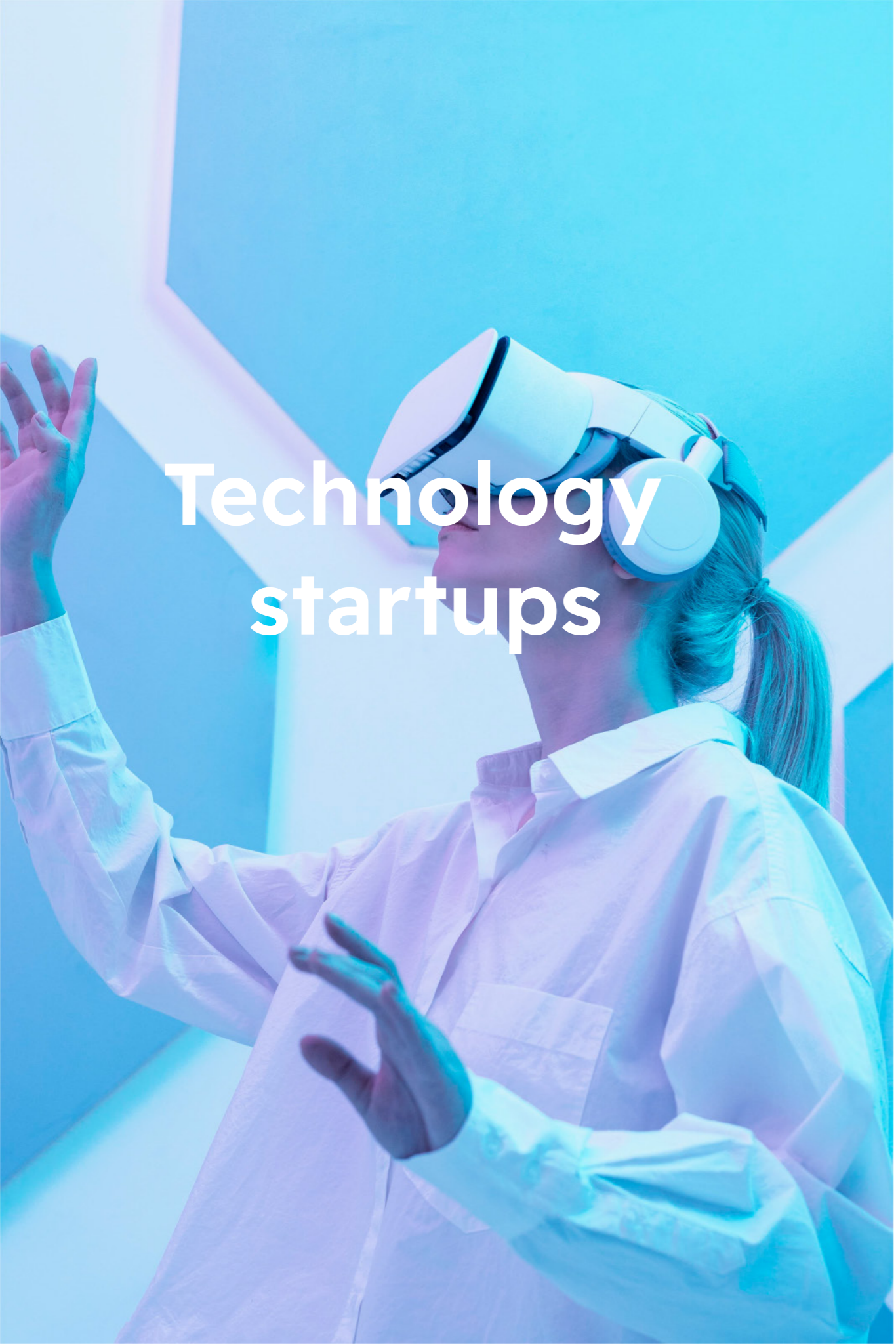


Our team worked with a large US-based e-commerce agency that oversees 15 different brands in various industries. The main brand we worked with required creating the entire content structure around an exclusive and luxurious tea and coffee beverage experience.

The main project consisted of graphic and written content for various e-books, product descriptions, and social media content. Additionally, our team worked on translating instruction manuals for small home appliances (kettles, water heaters, etc.) into Spanish and French.







# Technology startups

Our team has developed content for several startup clients in the Aeronautical and IT (Software Development) industries.

---

click on the links below

“Do you feel like you've run out of ideas?”



“Embracing Disruption: The ONLY Way Airlines Will Recover From COVID-19”



# Automation

Our team partnered with the Director of Automation of one of the fastest-growing Automation BPOs in the world. Our client represents the leading Enterprise Automation Platform, which enables both business and IT teams to integrate their apps and automate business workflows without compromising security and governance.

For this Client, our team delivered corporate presentations, AI-voice-enabled content (including the copy), social media posts, infographics, and thought leadership articles.

click on the links below

“Cloud and no-code infrastructure:  
BPOs should work smarter, not  
harder.”



“BPOs have been sitting on a gold  
mine, and now is the time to dig!”



“Does ChatGPT mark a new era  
for BPOs?”



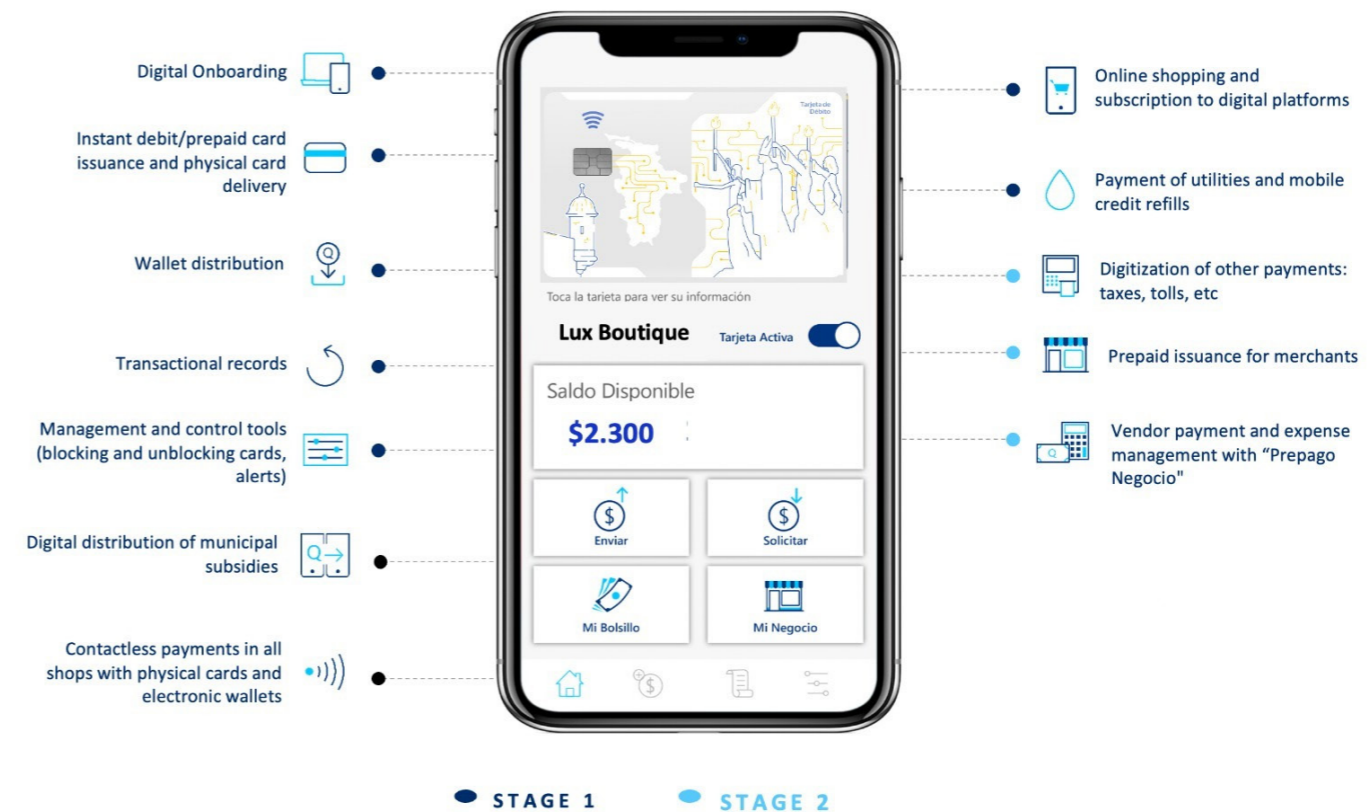
“How artificial intelligence is  
revolutionising the BPO market ”





# Financial and Banking Services

Our team created and reviewed corporate presentations, infographics, one-pagers, brochures, and other marketing materials for one of the **largest credit card companies in the world**. All of the content was done in both Spanish and English.

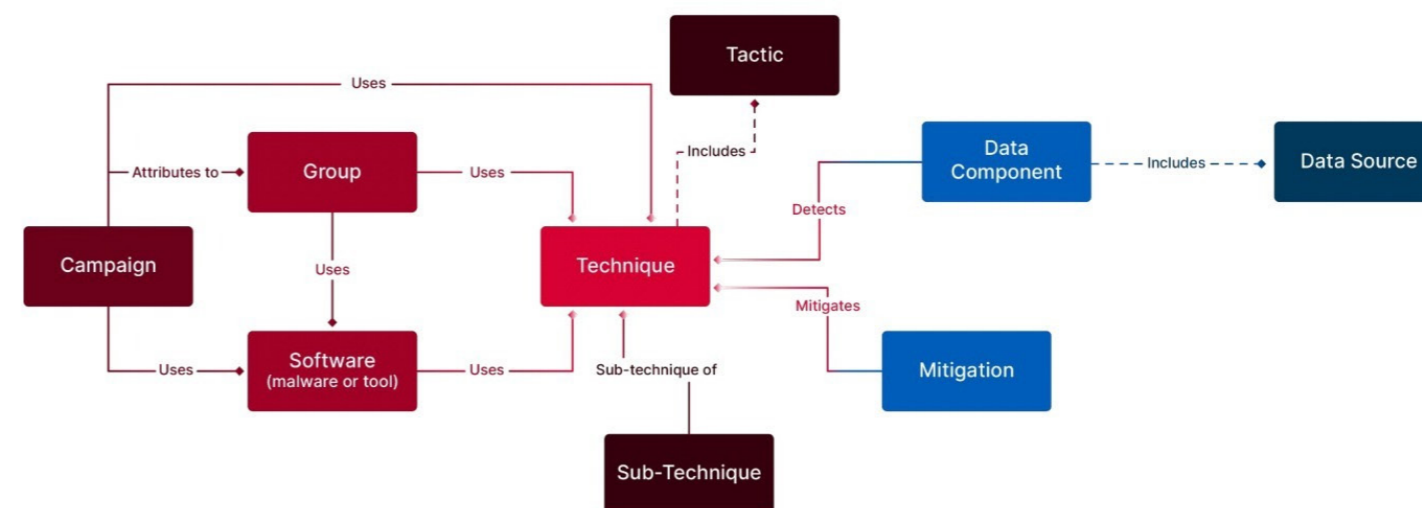
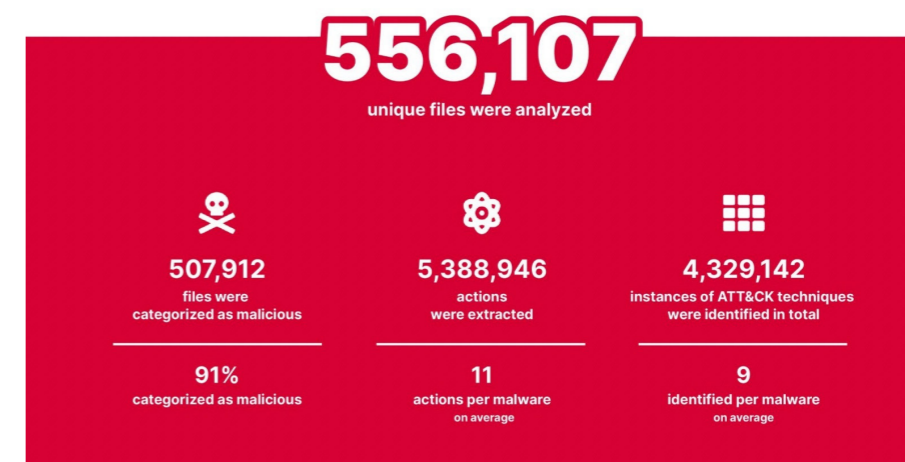




# Cybersecurity

Our team partnered with one of the most renowned cybersecurity companies in the industry. Our client has global offices in the United States, United Kingdom, Singapore, and Turkey.

The core work involved reviewing and creating industry reports, social media marketing campaigns, emails, LinkedIn posts, blogs, educational content, and other marketing assets.





**We have done many other projects, but we don't want to bore you!**

So let's discuss an important point: **our values.**



**We value communication amongst everything else.  
Transparency and clear communication are at the heart of  
what we do.**



## Work Methodology

Our work methodology is straightforward. Depending on the type of engagement we define the scope with our clients and we send a quote based on each individual project.

1



We charge a non-deductible retainer plus a fixed cost per word for copy editing and copywriting.

2



Once payment is confirmed, we create a private workspace for the client on Slack.

3



Immediately after, we assign a Project Manager and an Account Manager (free of charge) to oversee the delivery of the project, and define the kick-off call with the client to set the goals and expectations.

4



We keep timesheets and tracking of every project, which is reported to the client in real time via Slack.

It's simple.

We **WRITE**. You **GROW**.

Are you ready to **move forward**?

