Fernanda Haddad

Digital Marketing | Content Strategy | SEO | Analytics
London, UK | fernandaparohaddad@gmail.com
🔗 [LinkedIn] | 🌐 [Portfolio]

Personal Statement

A results-driven digital marketing and content professional with significant experience driving online growth for global brands through SEO, data-driven content strategy, AI, and cross-market project leadership. Adept at managing multilingual, multi-channel campaigns that deliver visibility, engagement, and measurable business impact.

Core Competencies

SEO & Content Strategy	Digital Analytics & Reporting	Cross-functional Project Management	Stakeholder & Client Engagement
Copywriting & Editorial Planning	Market & Competitor Research	Multilingual Localisation	Strategic Planning & Insight Development

Key Achievements

- Led content projects reaching 2M page views on its first year, significantly increasing brand visibility and conversions.
- Simultaneously managed 7 international projects, balancing client needs across time zones while maintaining delivery excellence.
- Built a trusted freelance network across several markets, supporting global clients efficiently and reducing production costs.

Professional Experience

Kantar Analytics – DC & Dx | London, UK
Senior Author | Aug 2022 – Present

- Analysis of search data and consumer insights to create and edit search-optimised content in multiple languages.

- Coordination of complex localisation projects across up to 16 markets, managing 30+ stakeholders including writers and editors from different countries.

- Production of performance reports and competitor analyses using search engine data to identify issues and enhance organic traffic, brand visibility, and online authority, in line with SEO best practices.

- As Digital Data Analyst, I supported Diageo brands through market research — blending content expertise with performance insights to guide business decisions globally (Embedded Analytics team for 1 year). I've also contributed briefly to projects for Pfizer and Burger King.

Kantar Analytics | DC & Dx | London, UK

Freelance Author (Contractor) | Jul 2021 – Jul 2022

- Executed keyword research and localisation for digital research and brand content projects.
- Optimised and edited eCommerce content, supporting SEO goals and international engagement.

Freelance Digital Content Consultant | Global (Remote)

Jun 2016 – Jul 2022

- Led 20+ digital content projects in English, Spanish, and Portuguese across sectors including health, fashion, tech, and entertainment.
- Owned client relationships, sales development, and project scoping.
- Managed cross-functional teams (writers, developers, designers), delivering SEO-focused content and performance reports.
- Created chatbot content and managed social media growth campaigns.

Green Park Content (Vivo & Telefónica LATAM) | São Paulo, Brazil

Finance & Entrepreneurship Editor | May 2015 – May 2016

- Elaboration of themes and accurate briefings for articles (SEO) aligned with traffic goals. Vivo Seu Dinheiro: 4,4M users from 04/2015 to 05/2016. Destino Negocio: 1,3M users from 03/2015 to 05/2016.
- Oversaw video content production and vendor management.

Universo Jatobá (Unilever, Sky, Brasil Kirin) | São Paulo, Brazil

Sustainability Content Manager | Feb 2013 – Feb 2015

- Managed the content of the site and the social media of the project since its launch.
- In Jan\14, the website reached 2 million page views. Facebook Fanpage has gone from 50,000 likes in 2013 to over 900,000 likes in Feb\2015.

Education

Mackenzie University – São Paulo, Brazil
BA in Journalism / Mass Communication | Aug 2005 – Aug 2009

Professional Certifications

AI Essentials - MIT Horizon & Kantar (2024)	Technical SEO – Blue Array Academy, UK (2023)	Inbound Marketing – HubSpot (2022)	SEO Manager – Blue Array Academy, UK (2020)

Languages

Portuguese – Native	English – Full professional proficiency
Spanish – Professional proficiency	Italian – Professional proficiency

Tools & Platforms

Kantar Data Services · Artificial Intelligence (ChatGPT, Gemini, Perplexity) · Excel · PowerPoint · Google Search Console · Google Analytics · Google Keyword Planner · SEMrush · Screaming Frog · MOZ · Brandwatch · Sprinklr · Similarweb · Ubersuggest · AnswerThePublic · CMS (Umbraco, WordPress)