

Leticia Wexell

Content creator, GenZ, freelancer, video editor, filmmaker, blogger, YouTuber, journalist and researcher. Multifaced internet native. I create and manage web content focused on entertainment, games, lifestyle, fashion, and pop culture. A girl in love with social media, websites, programming, and the internet as a whole.

[@leticinios](#) | leticia.wexell@gmail.com



EDUCATION

GRADUATE DEGREE, COMMUNICATIONS AND MEDIA
PUC-SP | 2019 - 2022


UNDERGRADUATE DEGREE, JOURNALISM
Universidade Anhembi Morumbi | 2016 - 2019

EXECUTIVE PRODUCTION
Academia Internacional de Cinema | 2020 - 2021

LICENSES & CERTIFICATIONS

VISUAL NARRATIVES FOR VIDEO & FILM
Espaço Rasgo | 2020

ITAÚ ACADEMY FOR CONTENT CREATORS (feat YOUPIX)
Itaú Unibanco + YouPix | 2022

 **LANGUAGES:** Portuguese (Native), English (Fluent), Japanese (Beginner).

SKILLS AND KEYWORDS: Organization, Content Production, Leadership, Creativity, Social Media, Host, Reporter, Writing, Hard News, Video Editing, Problem Solving, Influence, Games, Anime, Pop Culture, Marketing, Content Management, Consulting. News reports.

[@leticinios](#) | leticia.wexell@gmail.com | leticiawexell.com

EXPERIENCE

- **MARKETING ASSISTANT**

Glaz Entretenimento | 2021 - Today

Marketing campaigns & social media content design and creation for Glaz Entretenimento accounts. WebSite developing, WordPress and more.

- **HOSTESS & UGC CREATOR - ASUS BRASIL**

ASUS BRASIL | 2020 - Aos dias atuais

Hostess at "Asus Brasil ROG" Youtube Channel.

- **VIDEO & PODCAST HOSTESS**

Canal Reload (Agência Pública) | 2020 - 2022

Hostess for the journalism news channel Canal Reload. Video and podcast interviews and such.

- **NEWS REPORTER WRITER & PODCAST HOST**

UOL Start (Grupo UOL) | 2019 - 2022

Articles related to video games, pop culture and behaviour. Also, host the game news podcast "GAMETRENDS" on UOL Start channels.

- **VIDEO GAMES COLUMNIST**

Yahoo Games | 2020 - 2021

Weekly articles about videogames for Yahoo.

- **GAMES AND POP CULTURE NEWS REPORTER**

GrupoNZN | 2019 - 2020

Freelance writer for "nExperts", from NZN.

Essays and hard news for websites like Voxel, Tecmundo, Minha Série, Clube do Paladar - Estadão, and Itaú Bank news app.

- **GAMES REPORTER & PODCAST HOSTESS**

VICE BRASIL | 2017 - 2020

Writer for Vice Brasil; articles related to video games, pop culture and behaviour. Weekly participation in the "Poligonal" games podcast, along with host Pedro Falcão.

EXPERIENCE

- **SOCIAL MEDIA & PERSONAL ASSISTANT**

@MariMoon | 2016 - 2017

Social Media management and content creator for the social networks of the YouTuber, blogger and presenter Marimoon.

- **CONTENT CREATOR / UGC CREATOR**

JOYRIDE | 2021 - 2022

Content creation for "Joyride" App social media profiles.

- **VIDEO EDITOR ASSISTANT**

Forja Produções | 2017 - 2018

Blizzard Brasil youtube channel video editor assistant.

- **SOCIAL MEDIA**

MidiaMorfose Marketing Digital | 2016 - 2017

Social media management. Online marketing campaigns. Marketing in Social Media, Marketing of Content, and Inbound Marketing.

- ♥ **CONTENT CREATOR - @LETICINIOS**

Dropandoldeias.com | 2012 - Aos dias atuais

My personal project as an influencer and content creator. More than 10 years working with WordPress platforms, video and social media.

MY LINKS

[!\[\]\(84f47badaad7772cd95667a7c387a639_img.jpg\) PORTFOLIO](#) [!\[\]\(ab1cd3423001ff994d2c02189fd012b0_img.jpg\) LINKEDIN](#) [!\[\]\(866b710dee4cab3cb18eb5fb3c5660b5_img.jpg\) PERSONAL BLOG](#)

