

Caline Migliato

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Presentation

Digital Content Strategist

Journalist specialized in fashion, post graduated in Madrid, Spain, and a Master's degree in Business Management from FIA. Author of the digital book *Moda em Pauta*. I work as a content marketing strategist for small and medium companies. Also, I'm coordinator at post-graduation in Fashion Marketing and Communication at IED and I teach Digital Marketing, Strategic Communication Planning and Digital Content Creation classes in business schools and Istituto Europeo di Design.

I lived in Madrid for two years, where I worked as fashion assistant at Vogue Spain and writer at InStyle. Then, I worked at Delpozo press office as PR. After these 2 years there, I returned to Brazil and began working as fashion writer at Grupo Estado. At *Manequim* magazine, I worked as editor assistant and beauty editor and as fashion writer at *Glamour* magazine.

For four years I worked as Content Marketing Manager at Dafiti Group where I worked with the UX, Product and IT teams in the development of content platforms and with Sales and Comercial teams in the creation of strategies focused on performance and engagement.

I have 18 years of experience in content in fashion, beauty, lifestyle, decor and kids and 6 years of experience as content strategy professor to small and medium entrepreneurs and team training.

Qualifications & Skills

Excellent ability to organize, plan and manage teams. Content Marketing, Digital Communication.

Experience

Coordinator and Professor at Fashion Marketing and Communication Post-Graduation, IED (Istituto Europeo di Design); São Paulo, SP - 09/2018 -

Professor in Service and Experience Marketing and Strategic Communication Planning courses at the Fashion Marketing and Communication Post-Graduation. I also teach in several business schools.

Content Marketing Manager, Dafiti Group; São Paulo, SP – 04/2014 – 04/2018

I started as Content Marketing Coordinator and in December 2015 I was promoted to Content Marketing Manager. I worked for the three stores: Dafiti, Kanui and Tricae, all of them part of Dafiti Group. For the three stores, I structured the Content area and trained

the team. During those 4 years, I set communication tone of voice, developed content strategy focused on performance and engagement. I planned, organized and created Dafiti's performance macro campaigns at homepages. I also restructured strategically and creatively the magazine and website DafitiMag, Blog da Tricae and Blog da Kanui. For the three online platforms I worked with UX, Product and IT teams to find the best solution to achieve the performance goals.

Content Strategy Professor, Butique de Cursos Ana Vaz; Campinas, SP – 03/2013 – 12/2017

At Butique de Cursos Ana Vaz I taught several courses as Fashion and Beauty Journalism, PR, Online Content Strategy and Writing. In all of them I worked theory and practical classes.

Fashion Writer, Glamour; São Paulo, SP – 04/2013 – 02/2014

At Glamour magazine, from Edições Globo Condé Nast, I wrote fashion articles for the monthly editions of the magazine and collaborated with articles for the site. I did the coverage of SPFW and Minas Trend. I did a lot of images' research, executive production and photography direction on specific stories.

Editor Assistant and Beauty Editor, Manequim; São Paulo, SP – 06/2011 – 12/2012

At Manequim magazine, from Grupo Abril, I was responsible for all articles (fashion, beauty, decoration and gastronomy) edition, besides writing fashion articles. Later I also assumed the Beauty Editor position and used to do products edition for shootings and to write beauty articles. Also I was Beauty Editor for M de Mulher website. I did all SPFW coverages and participated in the writing of the collection books Complete Guide to Sewing Manequim.

Fashion Writer, Grupo Estado; São Paulo, SP – 03/2010 – 05/2011

When I returned to Brazil, I wrote several articles as a freelancer to Caras magazine. Few months later, I was hired at Grupo Estado for Jornal da Tarde. I wrote fashion articles for the supplements of Jornal da Tarde (Revista JT) and O Estado de São Paulo (Suplemento Feminino), I did the SPFW coverage and I was editor of the Jornal da Tarde website on weekends duties. I did two fashion shootings without any budget. I also did a proposal and recorded pilots of a fashion program for Rádio Estadão – ESPN.

PR, Delpozo; Madri, Espanha – 04/2009 – 10/2009

At Jesus del Pozo – the name of the company at that time – I was hired to be the brand PR. I worked with the founder, Jesus del Pozo. I used to do showroom management, press reception to the showroom, production of press releases, events organization, showroom's cataloging and inventory. With the team, I organized the brand's 35-year fashion show in the showroom itself, from infrastructure to media, celebrities and Royal Family sitting.

Intern, several companies; Madri, Espanha – 01/2007 – 12/2008

I lived in Madrid, Spain, for 2 years, where I worked as trainee in several companies. I worked as PR at Nota Bene press office with Longchamp, IKKS, The North Face, United

Colors of Benetton, Sisley, Dior Watches and Etam. At Vogue I worked as editorial assistant and at Sáfilo as PR. Meanwhile, I worked as a freelancer to Chic – Gloria Kalil and I used to teach Portuguese to executives in company, like Tetra Pak. At InStyle I worked as fashion writer.

PR, Alfapress, Campinas, SP – 03/2004 – 09/2007

At Alfapress, I worked as PR with Senac Campinas, Tecno Group, Kärcher, Campinas Shopping, DPaschoal, APAE, Primavera Group and Rigesa. I coordinated and developed 20 business publications that work in different segments. Elaboration of budgets, editorial projects and writing of texts for publications of national and multinational companies.

Intern, several companies; Campinas, SP – 07/2001 – 07/2003

During my college vacations I did internship on a radio and a newspaper from my hometown. On the second year, I applied to the Campinas City Hall as intern at the press office. Later, I worked as webmaster at the Education Bureau and I developed all the website. I didn't know how to program, but I studied the Dreamweaver apostile and I did it. Also, I worked as PR to an Arab event and wrote to Folha de S. Paulo about Culture.

Education

FIA - Fundação Instituto de Administração, São Paulo, SP – Professional Master in Business Management, 2020.

Universidad Francisco de Vitoria, Madri, Espanha – Fashion Journalism Specialization, 2008. For the completion project, I developed a magazine “It Brasil” about Brazilian fashion, in which I obtained maximum grade.

Pontifícia Universidade Católica de Campinas; Campinas, SP – Social Communication - Bachelor of Journalism, 2004. For the completion project I wrote the book “Guerrilha no Ribeira” about a period of Brazilian militar dictatorship, in which I obtained maximum grade.

Courses

Certified Scrum Product Owner; Scrum Alliance, 2018.

Digital Product Management: Modern Fundamentals (online); University of Virginia, 2018.

The Strategy of Content Marketing (online); University of California, 2017.

Creating Startups: How to Develop Innovative Business (online); USP, 2017.

Design Thinking for Innovation (online); University of Minnesota, 2016.

Creative Problem Solving (online); University of California, 2016.

Creative Copywriting (online); Escola Cuca, São Paulo, SP, 2016.

Personal Styling; Butique de Cursos Ana Vaz, Campinas, SP, 2014.

Style and Personal Image (online); Senac Lapa Tito, São Paulo, SP, 2011.

Languages

Fluent Spanish, Advanced English, Basic French.