Thaly G. Fraga

Contact

WHATSAPP
+55 11 91307-9879

E-MAIL
thalitagfraga@gmail.com

LINKEDIN
click here

PORTFOLIO
click here

LOCATION
São Paulo, Brazil · remote

Skills

- Video editing for Reels
- Content planning
- Script proposals
- Editing style guides per brand
- Instagram analytics
- Graphic design and book layout
- Presentations
- Project and deadline management

Tools

Premiere Pro · CapCut · Photoshop · Illustrator · InDesign · Figma · Canva · PowerPoint

AI as support for editing and editorial planning: Claude, Gemini and ChatGPT.

Education

Technical specialization in Project Management
Centro Paula Souza · 2026 · 300h

Bachelor's in Public Relations
Cruzeiro do Sul · 2020 to 2024

Technical degree in Visual Communication
ETEC · 2009 to 2010

Languages

Portuguese
Native

English
Intermediate · B1 · EF SET

Social media and *video editor*

Organized · Careful · Versatile

Video editor and social media professional with over 10 years of experience. I edit Reels with a distinct style for each brand, and one of them reached 47,000 accounts.

Experience

2025 – present — **Social Media and Video Editor** · *PMP agency*

- Reels editing and monthly content planning for 6 brands across different industries, each with its own editing style
- Collectibles Reel: 47,000 accounts reached, 357 hours watched and 813 shares
- Technical packaging Reel: 32,700 accounts reached and 41% average watch-through

2015 – present — **Social Media and Editorial Designer** · *freelance*

- Book design and layout for 6 titles published by Editora Universo Psi, in print and ebook
- 14-minute English lesson built as animated slides for Margô English

2021 – 2022 — **Marketing Manager** · *Bonnevie*

- Partnership pitch deck that closed a deal with a major marketplace
- Coordinated marketplace and social media campaigns with the creative team

Volunteer work

2024 – present — **Communications Ministry** · *Nossa Senhora de Monte Serrate Parish*

Filming and editing Reels of celebrations with the team, and organizing a workshop on editorial planning and AI.

2026 – present — **Video editing** · *Coro Dom Bosco choir*

Repertoire videos split by voice part, for singers to practice.