

# AARON QUINTAS SOARES

Senior Creative Copywriter | Content Strategist | Brand Storyteller

Tokyo, Japan · Open to Singapore, Tokyo, São Paulo, Remote

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## PROFILE

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Senior Creative Copywriter with 18 years bridging Brazil and Japan. Currently lead writer for Nissan and Infiniti's global creative hub at Publicis Groupe Japan (Tokyo). Bilingual native in Portuguese and English with intermediate Japanese — capable of leading creative work across LATAM, Japan, and global APAC markets. Specialty: insight-driven storytelling for brands navigating regulated, sensitive, or culturally complex categories — from automotive and FMCG to NGO causes and luxury beauty.

## CORE COMPETENCIES

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- Senior Copywriting & Conceptual Thinking
- Content Strategy & Brand Voice Development
- Multilingual Creative (Portuguese, English, Japanese)
- Cross-Cultural Campaign Localization (Brazil ↔ APAC)
- Digital Performance Copy (Paid Social, Landing Pages, Video Scripts)
- Empathy-Focused Messaging for Sensitive/Regulated Categories
- AI-Assisted Content Workflows (OpenAI, Anthropic Claude, Google Gemini)
- Cross-Functional Collaboration (Strategy, Design, Legal, Sales)
- Brand Systems & Content Ecosystems
- Creative Leadership & Sprint Methodologies

## EXPERIENCE

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### Senior Creative Copywriter

*Beacon Communications (Publicis Groupe Japan) | Tokyo, Japan | June 2024 – Present*

- Lead copywriter for Nissan Motor Corporation and Infiniti's global creative hub.
- Develop conceptual, emotional, and behavior-changing narratives for global mobility and safety.
- Craft scripts, campaign lines, social content, and branded storytelling.
- Collaborate with strategy, design, and legal across markets.

### Freelance Senior Copywriter

*TAG Japan (Dentsu Group) | Tokyo, Japan | June 2022 – February 2024*

- Creative copy for British American Tobacco's glo brand in Japan.
- Insight-led content for paid social, retail video, and digital campaigns.
- Navigated strict accuracy, legal review, and sensitive messaging in heavily regulated industry.
- Daily collaboration with strategy, design, research, and compliance teams.

### Freelance Senior Copywriter

*The&Partnership (WPP) | Tokyo, Japan (Remote) | December 2021 – June 2022*

- Writer and strategist for digital-first ideas across social, YouTube, and websites.

- Built narratives driven by cultural insights, user behavior, and emotional triggers.
- Partnered with global teams for content localization and brand voice consistency.

### **Senior Copywriter / Content Strategist**

*Mondo Marketing | Nagoya, Japan | November 2018 – November 2021*

- Storytelling, localization, and inbound strategies for Japanese and international audiences.
- Built empathetic content for users navigating education, culture, and lifestyle changes.
- Developed brand systems for FMCG and lifestyle clients.

### **Senior Copywriter**

*BETC Havas | São Paulo, Brazil | 2013 – 2014*

- Insight-led campaigns for Danone, Peugeot, Pirelli, Hershey's, Banco do Brasil, Johnnie Walker, AXE, Honda, Coca-Cola, Latam Airlines.
- Created messaging frameworks rooted in behavioral understanding and brand truth.
- Scope: above-the-line, digital, and brand experience.

### **Senior Copywriter**

*Mutato | São Paulo, Brazil | April 2013 – June 2018*

- Brand storytelling for FMCG and lifestyle clients.

### **Earlier Brazilian Agencies**

*F.biz · JWT · Borghi/Lowe · Agência Click Isobar · Central Business · M.Santos Publicidade · Grupo Eugenio · Dotz Marketing | São Paulo, Brazil | 2007 – 2013*

- Categories: real estate (INPAR, Cyrela, Lopes, Kallas), automotive retail, loyalty programs, pharma (Droga Raia), retail (Submarino, Americanas, Pernambucanas, Banco Ibi), e-commerce, travel (Latam, Gol), FMCG (Sadia).

### **Owner & Independent Creative**

*2bzeroum Produções | São Paulo, Brazil | July 2008 – Present*

- One-person agency for direct freelance work with brands and agencies — parallel to in-house roles.

## **SELECTED ACHIEVEMENTS**

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- Helped grow new student enrollments by 25% YoY for a major Brazilian education client through insight-led digital content.
- Built a Brazilian tech/industry brand's social community from 0 to 100,000+ followers.
- Established brand tone systems across multiple global and local clients (Nissan, Infiniti, BAT, Danone, Unilever, Johnson & Johnson, Procter & Gamble).
- Author of 11-piece portfolio (aaronsoares.net) spanning automotive, FMCG, NGO, govtech, beauty, beverage, and cookware — across Brazil, Japan, Korea, and US markets.

## **EDUCATION**

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### **B.A. in Advertising & Communications**

*Universidade de Marília (UNIMAR) — Marília, São Paulo, Brazil · 2001 – 2004*

### **Creative Thinking & Project Management Program**

*Escola Cuca — São Paulo, Brazil · 2010*

## **LANGUAGES**

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- Portuguese — Native
- English — Native / Fluent
- Japanese — Intermediate (Working level)
- Spanish — Conversational

## **TOOLS & PLATFORMS**

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Google Workspace · Microsoft Office · Keynote · Notion · Figma (basic) · Adobe Photoshop & Illustrator (basic) · Meta Ads Manager · Google Ads · OpenAI ChatGPT · Anthropic Claude · Google Gemini

## **SELECTED CLIENTS**

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Nissan · Infiniti · British American Tobacco (glo) · Danone (Danoninho) · Unilever (AXE, Sade, Seda) · Hershey's · Pirelli · Peugeot · Honda · Ford · Volkswagen · Fiat · Chevrolet · Toyota · Harley-Davidson · Coca-Cola · Johnnie Walker · Procter & Gamble · Johnson & Johnson · Latam Airlines · Banco do Brasil · Submarino · Americanas · Sicredi · HAYMAN-WOODWARD · Yellow Visa