

JEICIANE TORRES

International Business Manager, Global Marketing
Social Media Management; Relationship management between various stakeholders, including distribution partners, freelance translators, fandom managers, and artist management

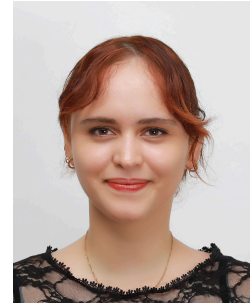
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EXPERIENCE

KAI MEDIA - hello82, Seoul

Global Business Manager JANUARY 2022 - MARCH 2024

- Planning and implementing growth strategies for the company's business expansion in Europe.
 - Reaching the 1st and 11th places in the music charts in the UK and Germany, respectively;
- Cooperating with local K-pop stores to organize album release events and merchandise sales;
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- Organizing albums and merchandise pop-ups in Europe and Latin America;
- Promoting the company's events and promotions on social media, handling customers' questions, and processing feedback.



Production Assistant and Community Manager JULY 2019 - JANUARY 2022

- Developing Korean culture-related YouTube and Social Media content targeting Portuguese, English, and Spanish-speaking audiences.
 - Working on the production of YouTube videos with millions of views, such as (G)I-DLE sings "Uh-Oh" in Portuguese | Try-lingual Live (여자)아이들.
- Translating from Korean and English to Portuguese for localization projects;
- Managing translation team for channel's localization (up to 14 languages);
- Arranging Korean celebrity interviews with North and Latin American media;
- Managing the company's Social Media channels.

SKILL HIGHLIGHTS

Community Management
Content Creation
International Business
Social Media Management
Project Management
Event Management
Popular Media and Content Consultant

Revista KoreaIN, São Paulo

Writer and Social Media Creator JUNE 2015 - JULY 2018

- Writing articles about Korean Society and Politics for the magazine's website and short pieces about K-pop for social media channels;
- Content creations for the magazine's Instagram and YouTube channels;
- Transcribing and translating Korean artists' interviews from Korean to Portuguese;
- Managing and organizing Korean artist tours and fan signings in Brazil.

Freelancing

- New Normal Soft - February 2024
 - KR to PT Translation of the game "TEMPEST : Tower of Probatio"
- Gallup Korea Research Institute - April ~ May 2024
 - KR to PT Translation of Market Research for PT-Speaking Countries
- hello82 - May - June 2024
 - Content development for KISS OF LIFE promotion in Brazil;
 - Translation and interpretation of interview scripts with Brazilian media;
 - Translation of final content for publication on [YouTube](#).

LANGUAGES

Portuguese (Native)
English (TOEIC 990)
Korean (TOPIK 4, KIIP 5)
Spanish (Advanced)

EDUCATION

Hankuk University of Foreign Studies, Seoul — *Master's Degree*

AUGUST 2019 - SEPTEMBER 2021

Graduate School of International Area Studies, International Studies (Major in Comparative Socio-Cultural Studies, Minor in Fandom Studies)

Universidade Federal da Grande Dourados, Brazil — *Bachelors*

MARCH 2010 - MARCH 2014

School of Law and International Relations (Major in International Relations)

PROJECTS

ATEEZ - THE WORLD EP.FIN : WILL - Europe Music Charts Project

European Charts Head of *Project* (DECEMBER 2023)

[UK OFFICIAL CHARTS #2 POSITION](#)

[GERMAN OFFICIAL CHARTS #11 POSITION](#)

[ATEEZ - THE WORLD EP.FIN : WILL Pop-ups in Europe](#) (Czech Republic, Denmark, England, Finland, France, Germany, Italy, Netherlands, Scotland, Spain, Portugal, Romania)

Project Manager (NOVEMBER 2023)

[P1Harmony Fansign in London](#)

Project Manager (NOVEMBER 2023)

[\[ATEEZ - THE WORLD EP.2 : OUTLAW\] Pop-ups in Europe](#) (Denmark, England, France, Italy, Germany, Netherlands, Scotland)

Project Manager (JUNE 2023)

[ATEEZxhello82 Fansign in Europe \(England, Spain, Denmark\)](#)

Project Manager (FEBRUARY 2023)

[ATEEZxhello82 Pop-up in Santiago, Chile](#)

Head of Project (NOVEMBER 2022)

[Fan Art Museum - ENHYPEN, TREASURE, NCT DREAM](#)

Production Assistant (2022)

[82 Minutes - The Magic Hour \(various artists\)](#)

Production Assistant - Translation and Localization Project Manager (2020 - 2022)

[hello82.tv - Live Platform](#)

Live Content Production Assistant (2020-2021)

[IT'z PLAYTIME with ITZY](#)

Production Assistant - Translation and Localization Project Manager (2021)

[82Challenge with ATEEZ](#)

Production Assistant - Translation and Localization Project Manager (2020)