

# ROSS CHARLES

**PORTFOLIO**

[WWW.ROSSCHARLES.CO](http://WWW.ROSSCHARLES.CO)

I HELP FOUNDERS AND  
BRANDS GROW  
THROUGH  
STORYTELLING-DRIVEN  
EMAIL, SEO, AND  
CONTENT STRATEGY.



# My Core Services

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## Email Marketing (Conversion)

**What it is:** Writing and building emails that move readers to buy.

**Outcome:** Turn readers into repeat buyers.

## Newsletter Design (Credibility)

**What it is:** Branded newsletters designed to look clean and keep people engaged.

**Outcome:** Build community, trust, and long-term loyalty.

## SEO Translations (Localization + Growth)

**What it is:** Human-first translations optimized for search engines.

**Outcome:** Open new markets and capture organic traffic.

## Ghostwriting (Authority + Voice)

**What it is:** Social posts and thought-leadership pieces written in your voice.

**Outcome:** Become the voice clients can't ignore.".



# Email Marketing

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## What it is

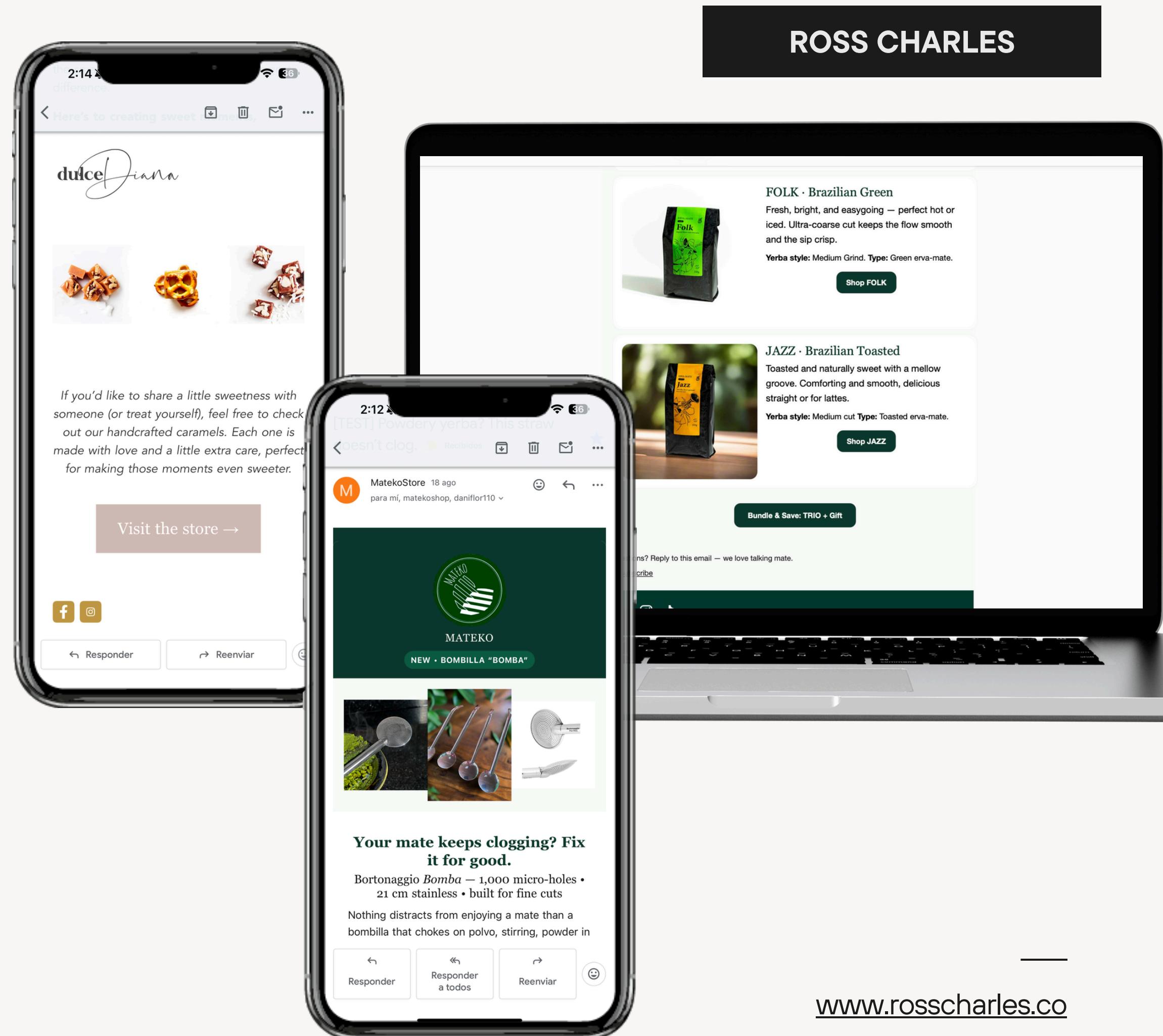
I design and write email campaigns that turn readers into buyers. From product launches to drip sequences, I create emails that sell without sounding salesy.

## Why it Matters

- 80% of businesses underuse email,
- A well-written campaign can turn a subscriber into a repeat customer.
- Unlike ads, email is an owned channel: you control it, you keep the profits.

## Proof

- +77% orders → more sales from campaigns.
- +157% traffic in 90 days → email + SEO strategy.
- Revenue baseline set → campaigns now driving sales.



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# Newsletter Design

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## What it is

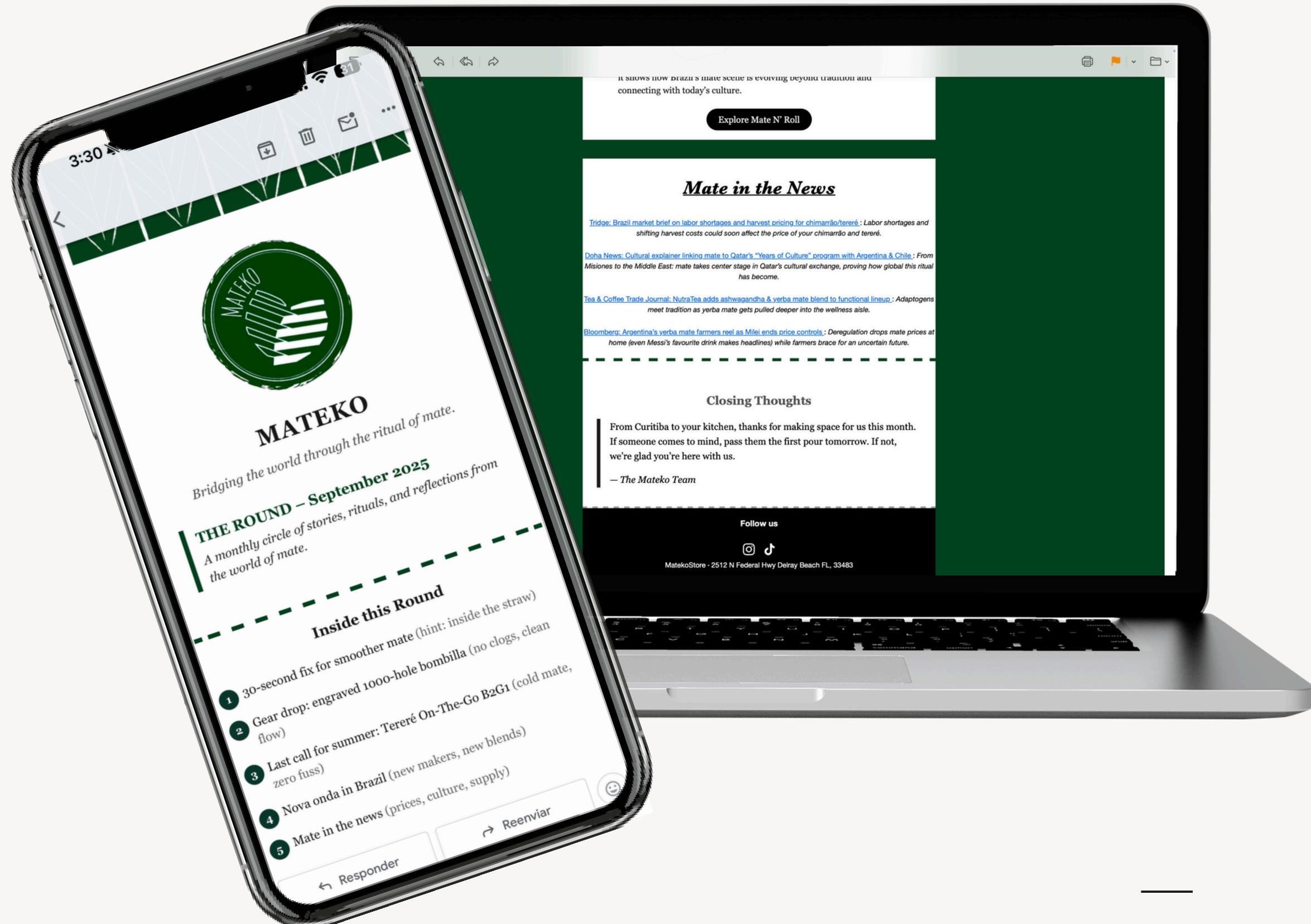
Branded newsletters that look professional, feel personal, and keep your audience coming back. I design and write campaigns that blend brand storytelling with clean, mobile-first layouts.

## Why it Matters

- Most brands underutilize newsletters, treating them as an afterthought.
- A strong newsletter builds trust and makes your brand feel consistent.
- It's not just about selling, it's about staying top of mind and creating loyalty.

## Proof

- Professional, branded newsletters sent consistently.
- Mobile-first designs that boosted engagement.
- Became a trusted touchpoint for the community.



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# SEO Translations (Localization + Growth)

## What it is

I don't just translate, I localize. That means taking content written in English and rewriting it for LatAm markets so it sounds human, culturally accurate, and optimized for search engines.

## Why it Matters

- Even in the age of AI, machine translation still breaks trust with robotic tone and subtle errors.
- It might sound okay, but the SEO is wrong – critical keywords get lost, so you don't rank where your buyers are searching.
- A proper SEO translation means your site shows up in Google and feels authentic to real people.



**Renda:** Os imóveis que selecionamos para nossos clientes geram rendimentos líquidos comprovados de até 10% ao ano, garantindo pagamentos regulares de renda passiva.

**Apreciação:** Nosso acesso a oportunidades exclusivas em diversos mercados permite que você adquira ativos com potencial de valorização superior a 5-10% ao ano.

**Amortização:** Nosso acesso a oportunidades exclusivas em diversos mercados permite que você adquira ativos com potencial de valorização superior a 5-10% ao ano.

**Impostos:** Possuir imóveis nos EUA pode gerar benefícios fiscais significativos. Nossos parceiros especializados garantem que seu investimento seja estruturado da forma mais eficiente possível do ponto de vista tributário.

(The Above Image is the original translation Chat GPT generated, the green text is SEO friendly, Brazilain market ready trranslation.

## Proof

- Rewrote content originally translated through ChatGPT.
- Fixed tone, accuracy, and SEO keywords and the copy became natural and trustworthy.
- Helped the brand tap into new audiences instead of turning them away.

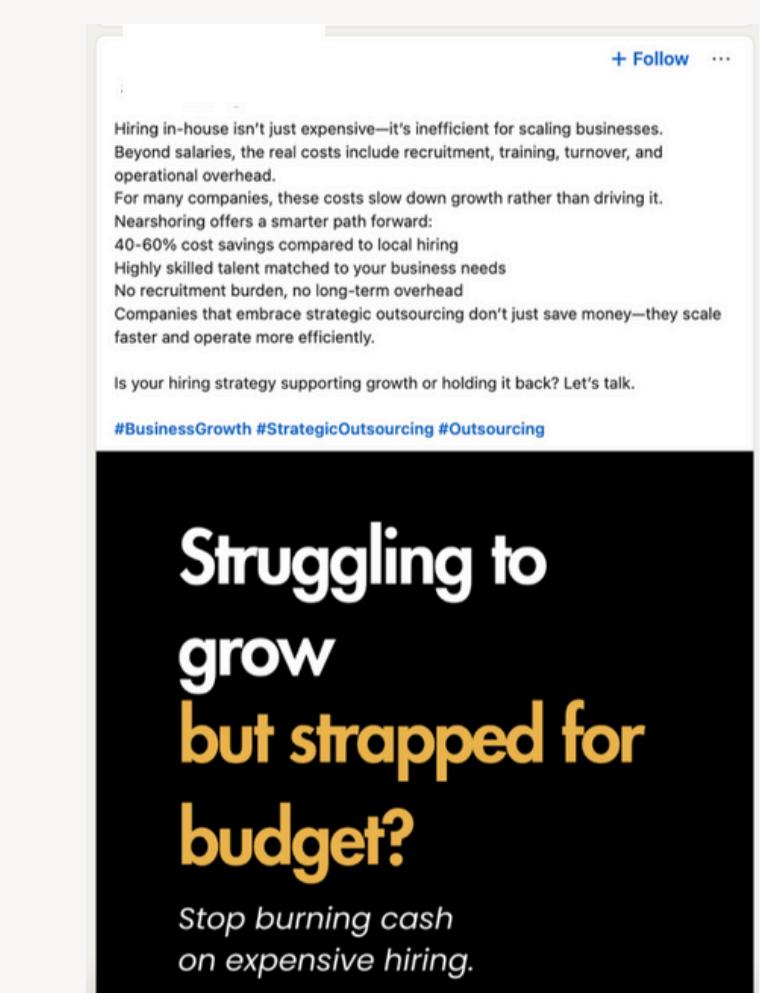
# Ghostwriting

## What it is

I write thought-leadership posts, articles, and updates in your voice — whether you're a founder, brand, or industry professional. My job is to take your raw ideas and turn them into content that resonates, builds authority, and attracts opportunities.

## Why it Matters

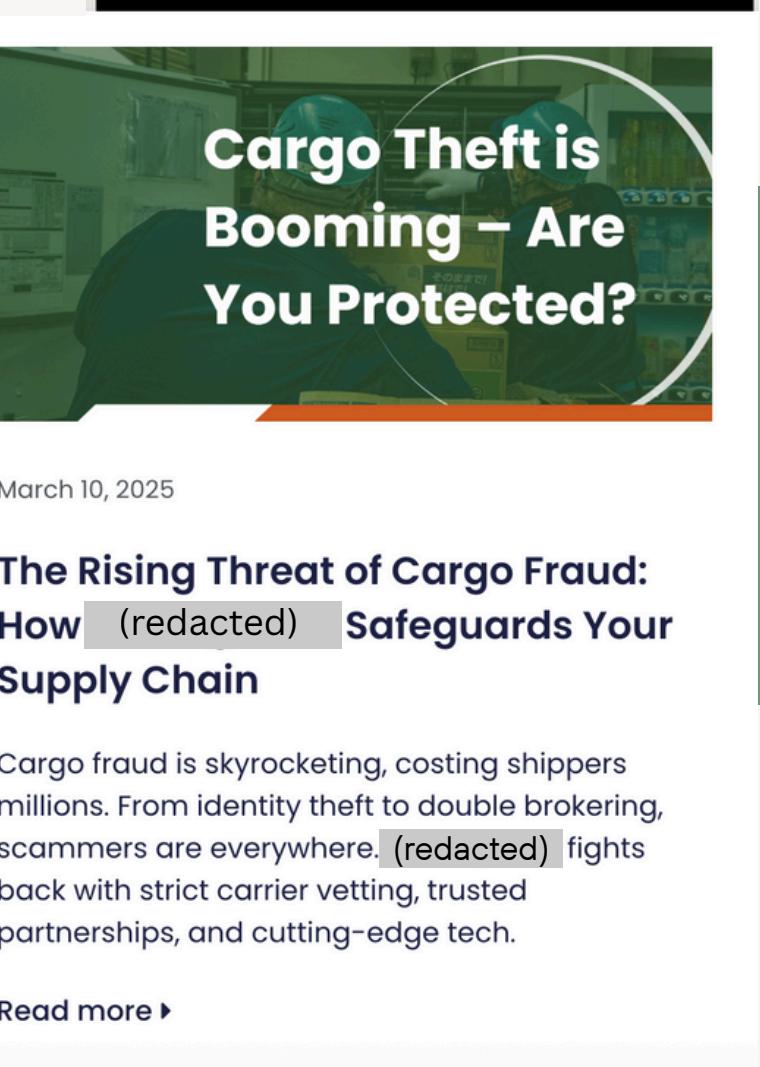
- Leaders often have expertise but no time (or clarity) to share it.
- Ghostwriting translates that expertise into content people actually read and share.
- Authority online doesn't just get likes, it brings leads, speaking invites, and credibility.
- Ghostwriting turns their insights into consistent, high-impact content.
- A strong personal brand attracts inbound leads, opportunities, and credibility that money alone can't buy.



**Hiring in-house isn't just expensive—it's inefficient for scaling businesses.** Beyond salaries, the real costs include recruitment, training, turnover, and operational overhead. For many companies, these costs slow down growth rather than driving it. Nearshoring offers a smarter path forward: 40-60% cost savings compared to local hiring. Highly skilled talent matched to your business needs. No recruitment burden, no long-term overhead. Companies that embrace strategic outsourcing don't just save money—they scale faster and operate more efficiently.

Is your hiring strategy supporting growth or holding it back? Let's talk.

#BusinessGrowth #StrategicOutsourcing #Outsourcing



**Struggling to grow but strapped for budget?**

Stop burning cash on expensive hiring.

**Cargo Theft is Booming – Are You Protected?**

March 10, 2025

**The Rising Threat of Cargo Fraud: How (redacted) Safeguards Your Supply Chain**

Cargo fraud is skyrocketing, costing shippers millions. From identity theft to double brokering, scammers are everywhere. (redacted) fights back with strict carrier vetting, trusted partnerships, and cutting-edge tech.

[Read more ▶](#)

GUIDES

## A Comprehensive Guide To Renting in Buenos Aires

October 28, 2024 • Ross

Welcome to Buenos Aires, where the weather is extreme, the lines at the bank are endless, and the rental market? Oh, it's truly *exceptional*. Exceptional in the way that waiting for a bus in the rain feels special—because nothing here is simple, fast, or what it seems.

With a little help (and maybe a few deep breaths), it's not *that* bad. You've probably already heard about the amazing lifestyle, the delicious food, and the friendly locals, but nobody warned you about the true rite of passage: finding a place to live. So, buckle up, because navigating this rental market is going to be your real Argentine test—but don't worry, you'll survive...probably 😊



**MATEKO**  
YERBA MATE  
INDUSTRY  
UPDATE

Brazil's harvest is under pressure.

Hands are short in Brazil's fields. Picking crews are thin, costs are climbing, and *chimarrão/tereré* may feel it next.

We're watching so drinkers and growers aren't surprised.

Source — *Tridge*

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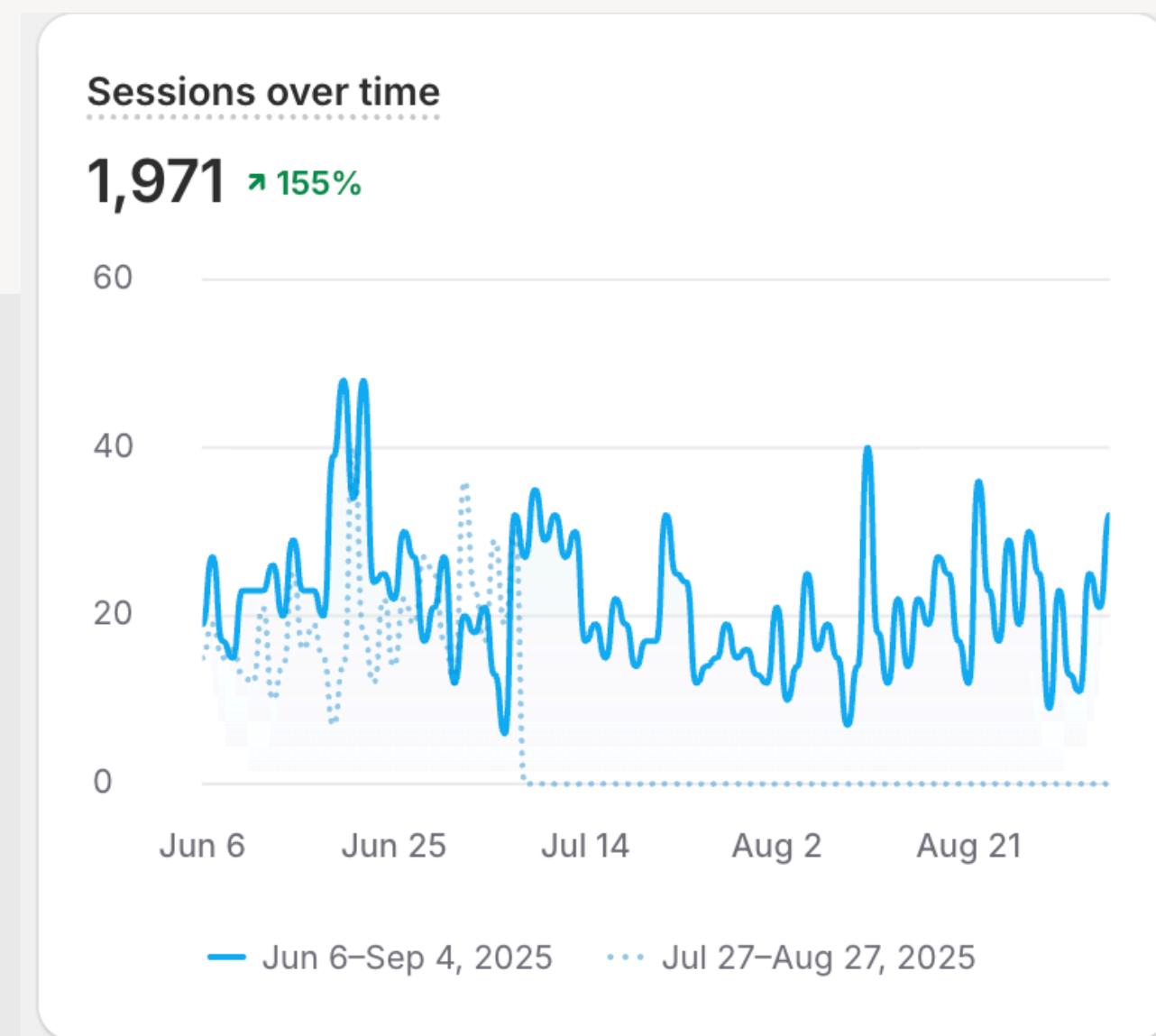
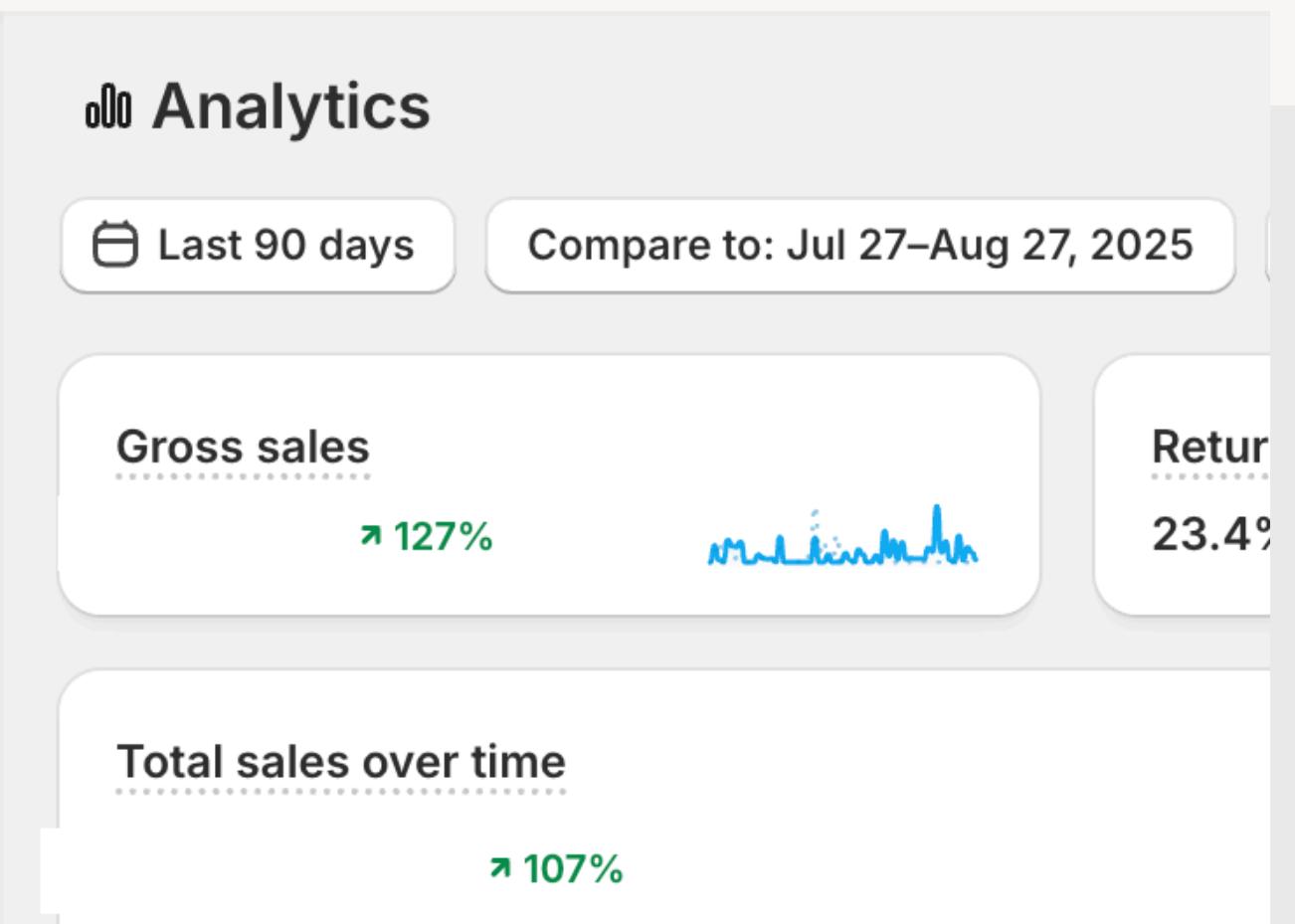
# Case Study

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**Challenge** → small DTC brand, limited awareness.

**Action** → launched email + newsletter + SEO strategy.

**Result** → +157% traffic, +77% orders, consistent engagement.



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# Let's Grow Together



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TODAY](#)



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