

Rita Ferreira

hello@byritaferreira.com | byritaferreira.com

Senior writer and content editor with 7+ years of experience producing and editing evergreen, compliance-focused digital content for online gambling, gaming platforms, and the cannabis industry. Strong background in operator reviews, regulatory accuracy, SEO optimization, WordPress publishing, and UX-driven content.

INDUSTRY EXPERIENCE

Online Gambling & Gaming

Senior editorial work within regulated gambling and gaming markets, with a focus on operator reviews, evergreen guides, and compliance-sensitive content. Experience spans Portuguese, US state-level, and Canadian provincial jurisdictions, including regulatory research, content updates, and final-draft editorial approval.

Medical & Recreational Cannabis

Editorial coverage of cannabis legislation, regulatory developments, and industry markets. Work includes medical and consumer-focused content, investor-facing reporting, and educational material on CBD and other cannabinoids, primarily across North American and major European markets.

SELECTED PROFESSIONAL EXPERIENCE

Online Gambling & Gaming

Freelancer · January 2019–Present

- Catena Media: Editorial and regulatory content for US-facing gambling platforms, including operator reviews, evergreen guides, legislation-focused content, and ongoing updates across multiple US states and Canadian provinces.
- Casino.org: Reviews and informational content for the US market, with additional contributions for audiences in the UK and NZ, adapted to local regulations, terminology, and brand guidelines.
- Gentoo Media: Reviews, educational guides, and game-focused content covering casinos, sportsbooks, and table games, including poker, baccarat, blackjack, and roulette.
- Writing and editing for multiple gambling and gaming platforms across international markets in English and Portuguese, including Oddsmedia, Covers, Sportsbook Review, The Game Day, Aposta Legal, LegalBet Canada, and CasinoPortugal.online.

Medical & Recreational Cannabis

Freelancer · March 2019–Present

- Editorial coverage of cannabis legislation, regulatory developments, and global markets.
 - MiisterCBD: CBD and cannabinoid reviews, brand comparisons, and consumer-focused educational content.
 - Marijuana Index: Investor-focused reporting on cannabis markets, company performance, and legislative updates.
 - CannalInsider: Informational content covering cannabis culture, guides, reviews, and legal frameworks.
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SELECTED WRITING SAMPLES

Representative bylined work covering regulated gambling markets and the cannabis industry. Selected examples demonstrating regulatory expertise, evergreen content, and market-specific coverage. Additional published examples are available on my [website](#).

Online Gambling & Gaming

[Tao Fortune Casino Sign-up Bonus & Fully Tested Review](#)

[Top Neteller Casinos in the US for 2026](#)

[How to Identify a Reputable Sweepstakes Casino](#)

[Como Distinguir Uma Casa de Apostas Legal de Uma Sem Licença Em Portugal?](#)

Medical & Recreational Cannabis

[Cannabis Powerhouses Barney's Farm, ILGM, and Sensi Seeds Join Forces in Historic Merger](#)

[New Cannabis Strains and Infused Pre-Rolls Hit U.S. Market](#)

[The Best Nutrients for Growing Healthy Cannabis Plants](#)

CORE SKILLS

- Long-form editorial writing and editing for regulated digital industries
- Structural, line, and copy editing with a strong command of AP style
- Fact-checking, source verification, and zero-error final-draft delivery
- Regulatory and legislative research (gambling and cannabis)
- SEO fundamentals: search intent, headings, metadata, internal linking, CTR-focused titles
- Editing and refining AI-assisted drafts for accuracy, originality, and brand alignment
- CMS-based publishing and content updates (WordPress)
- UX-first content editing with attention to layout, hierarchy, and readability
- Managing multiple assignments independently while meeting tight deadlines
- Clear, solutions-oriented collaboration in remote editorial environments

LANGUAGES

- **English:** Professional / near-native (primary working language)
- **Portuguese:** Native

EDUCATION

First Degree in Languages and International Relations | 2011-2015

Faculty of Arts and Humanities of the University of Porto, Portugal

- **Relevant Coursework:** Communications Theory, Oral and Written Communication Skills, Business Communication, Intercultural Communication, Public Relations, Globalized Culture
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