

Rita Ferreira

hello@byritaferreira.com | byritaferreira.com

Writer and content editor with 7+ years of experience producing, editing, and publishing compliance-focused digital content for online gambling, sports betting, prediction markets, and sweepstakes gaming platforms. Background in regulatory accuracy, SEO, WordPress publishing, and UX-driven content.

PROFESSIONAL EXPERIENCE

Freelancer · January 2019–Present

- Content creation, localisation, and editing for gambling platforms, including operator pages, evergreen articles, and legislation-focused content across multiple US states and Canadian provinces.
- Writing, editing, and publishing content for English-speaking audiences in the US, UK, and NZ markets, adapted to local regulations, terminology, and brand guidelines.
- Reviews, educational guides, and product-focused content covering casinos, sportsbooks, and prediction markets.
- Writing and editing for multiple websites across international markets in English and Portuguese, including Bonus.com, PlayUSA, Casino.org, Sporty Trader, Oddspedia, Covers, Sportsbook Review, The Game Day, Aposta Legal, Oddseeker, LegalBet Canada, and CasinoPortugal.online.

CORE SKILLS

- Structural, line, and copy editing with a strong command of AP style
- Fact-checking, source verification, and zero-error final-draft delivery
- SEO fundamentals: search intent, headings, metadata, internal linking, CTR-focused titles
- 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
- Managing end-to-end content production, website updates, and maintenance
- Mentoring freelance writers, providing editorial guidance, and ensuring quality assurance
- Experienced with AI-assisted content workflows while maintaining editorial quality, compliance, originality, and brand consistency

EDUCATION

Bachelor's 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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SELECTED WRITING SAMPLES

Additional published examples can be provided upon request.

[Bonus.com](#) | [Wheel of Fortune](#) (EN-US)

[Bonus.com](#) | [Stardust Casino](#) (EN-US)

[Bonus.com](#) | [GiddyUp Prediction Markets](#) (EN-US)

[PlayUSA](#) | [Neteller Casinos](#) (EN-US)

[Casino.org](#) | [Entertainment Prediction Markets](#) (EN-US) *

[Casino.org](#) | [Video Poker](#) (EN-UK) *

[Casino.org](#) | [Slotbox Casino](#) (EN-NZ) *

[Sporty Trader](#) | [Betano](#) (PT-PT)

[Sporty Trader](#) | [Placard](#) (PT-PT)

* Articles published under the editor's name; original file available for consultation if needed.

LANGUAGES

- **Portuguese:** Native
 - **English:** C2
 - **Spanish:** B2
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