

## PUBLIC RELATIONS INTERN

### Summary

Public relations and digital media intern with more than 5 years of experience working for leading agencies Weber Shandwick, Golin Harris and Latina PR \*Strong experience working across multiple cross-office teams based in different continents \*Versatile professional with successful track record in tech, B2B, social impact and consumer product \*Strong experience working with Hootsuite., Sprout, and TrackMaven

### Skills

- Salesforce, Adobe Package (InDesign, Illustrator, Photoshop), MS Office (Word, Excel, Powerpoint, Keynote), Cloud based calendars
- Diverse multicultural background: dual citizenship American and Brazilian, educated in the San Francisco Bay Area and in Switzerland.
- Salesforce, Adobe Package (InDesign, Illustrator, Photoshop), MS Office (Word, Excel, Powerpoint, Keynote)

### Experience

Public Relations Intern 08/2017 to 09/2017 Company Name City , State

- Media Relations - UN Global Compact in house management during UNGA week, 09/18-22 - During UNGA week, September 18-22 managed media coverage and relations with media outlets such as - Bloomberg, with Robin Blumenthal, The Economist with Matthew Hoffman, and Reuters with Laura Colby.
- Worked in house at UN Global Compact, with assistance of Public Relations agency, Golin Harris.
- Managed email, press releases, and agenda during UNGA week for head of communications of the UN Global Compact, Toby Usnik - Creative process of tags, pictures, hashtags, and topics for Twitter during UNGA week, was trending topic for three consecutive days in New York City.
- Inside UN building during day of speakers such as; Al Gore, Prime Minister Shinzo Abe; worked in coordination with UN security clearance for reporters, photographers, videographers, and managed camera positioning, and media green room.
- Managed media overview with details about UNGA media interview schedule, and overview of event.

07/2017 to Current Company Name City , State

- Digital Marketing - Manage social media platforms, including- Twitter, Instagram, and Facebook using social media optimization software such as; Hootsuite., Sprout, and TrackMaven.
- Using html.
- code and Peer Space software for website upkeep, including but limited to: client purchases, room and event booking, customer relations, and scheduling.
- Planned intimate and unique Airbnb Experiences, and mini concerts, twice a month, and event space logistics- Extremely detailed oriented for member booking calendar for covering part of the business.
- Detail and experience using Google Calendar and Evernote for events in art gallery part of co-work space.

Marketing Intern 10/2017 to 04/2017 Company Name City , State

- Digital Marketing - Researched cross border e-commerce solutions between Asia and the Americas, and how ToLocal could act as a facilitator of back end ERP (enterprise resource product) between the three continents.
- Used Sales Force Connect Data, a customer relations management website, to produce memos on potential e-commerce business solutions for clients between Asia and the Americas.
- Used Hootsuite, Sprout, and Stemdefining strategies to maximize clickthrough rate (CTR), increase reach, add followers, and promote engagement on ToLocal's social media platforms including Facebook, Instagram, and Twitter Weber Shandwick.

Digital Media Intern 06/2017 to 12/2017 Company Name City , State

- Part of social media team for Napster South America, Honda South America; Responsible for generating content for social media platforms.
- Generated data to track trends related to Honda's brand on social media using metrics including but not limited to retweets, likes, and comments.
- Kept daily mailing lists in order to have interactions and relation such as retweets, likes, responses with key industry digital influencers in LaTam - Increased Honda's social media platforms and increased client exposure and followers.
- Managed the consumer research for Napster.
- Had weekly mailing list upkeep.

### Education and Training

2019 University of San Francisco Media 3.4

Bachelors of Fine Arts 2019 Communication University of San Francisco City , State

High School Diploma 2013 American School of Recife City , Brazil

2012 IMG Academy City , State

2009 The American School of Leysin City , Switzerland

### Languages

Native speaker of English and Portuguese, fluent in Spanish and conversational French. fluent in Portuguese, English, Spanish, and conversational French

### Skills

Adobe, Photoshop, ad, art, agency, basic, Bloomberg, business processes, business solutions, concept, consulting, content, cooking, client,

clients, customer relations, e-commerce, email, English, ERP, conversational French, html, Illustrator, InDesign, logistics, mailing, managing, marketing, market, Media Relations, Excel, MS Office, Powerpoint, Word, enterprise, newsletters, optimization, camera, Portuguese, positioning, press releases, PR, Prime Minister, coding, promotion, Public Relations, speaker, recording, research, Reuters, Sales, San, scheduling, security clearance, social media platforms, fluent in Spanish, Spanish, strategic, teamwork, unique, video, website, web content