



EXPERIENCE

Graphics Intern, Thomas Morgan Internship Program

New York Times Company, New York, NY: May – August 2017

- Organized and presented news stories with stimulating visuals creations including info graphics and story boards
- Utilized InDesign and Photoshop to design and execute graphics for publications in various sections of The Times, including sports and feature stories
- Participated in developmental workshops presented by The Times ranking editors, graphic and design specialists, and reports

Food Network Public Relations Intern

Scripps Network, New York, NY: January – May 2017

- Maintained blog and increased followers by 10% in five months
- Assisted in the creation of four marketing campaigns consisting of drafting press kits and producing art work
- Managed and re-organized digital photo archives and created new archive photo request process, saving the department an average of 24 hours per week

Conservation Department Intern

Miami Seaquarium, Baltimore, MD: August – December, 2016

- Executed the Design of print publications, including ads, fliers, newsletters, and managed social media sites resulting in 12% increase in visitors during summer months
- Assisted in concept development and providing creative solutions that met the Aquarium's brand standards and guidelines
- Responded to general daily client requests, such as locating and resizing images and shortened return time to clients from 72 to 48 hours

Social Media and Communications Intern

Toppel Career Center, Coral Gables, FL: May – August 2016

- Created, scheduled, wrote, and posted content for various social media platforms
- Assisted in researching and implementing effective public relations strategies to improve marketing
- Utilized social media analytics for brand diagnostics (using Sprout Social) and developed new marketing campaigns
- Collaborated with internal clients for social media marketing and pitched new ideas for Toppel to increase viability and function for current students
- Worked effectively with professional staff on events and marketing

SKILLS

- Proficient in Photoshop, InDesign, and Illustrator
- Basic knowledge of HTML and CSS
- Expertise with various social media platforms, including Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google +, etc.
- Adobe, Google Analytics, and Sprout Social
- Management of public relations and social media campaigns
- Event organization and management
- Copywriting
- Fluent in Portuguese; basic knowledge of French

EDUCATION

Bachelor of Science in Communication

University of Miami, Coral Gables, FL

- Majors in Creative Advertising and English
- Miami→LAX Semester in LA Program: fall 2017

ACTIVITIES

- UM PRSSA
- PhilADthropy
- Ibis Yearbook, Writer
- Miami Hurricane, Photographer
- UMiami Dean's Student Circle

INTERESTS

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|---------|-------------|
| Running | Skiing |
| Hiking | Reading |
| Cooking | Photography |