

# Haziel de Oliveira Soares

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## EDUCATION

**New York University Abu Dhabi**  
*Bachelor of Arts in Interactive Media*

**Abu Dhabi, UAE**  
Graduation Date: May 2026

## WORK EXPERIENCE

### Student Era

*Content Strategist*

**Dubai, UAE**

May 2023 – August 2024

- Conceptualized and organized diverse educational events, aiming to increase students participation and engagement;
- Produced engaging content for social media, achieving an average of 1000 views per Instagram reel and podcast episode, effectively amplifying student voices and promoting the organization's mission;
- Established and maintained connections with UAE universities, leading to partnerships with international high schools, contributing to the growth of the platform reach and impact;

### Daqui pra Fora

*Study Abroad Advisor*

**São Paulo Brazil**

June 2023 – Present

- Advise a specific cohort of students on the college admission process by creating individualized plans, resulting in multiple acceptances to highly competitive universities;
- Provide assistance with standardized test planning and study tips (SAT/ACT and DET/TOEFL);
- Continually research and expand a knowledge base to support students in searching for colleges and developing extracurricular and leadership activities;

### Mary's Atelier

*Marketing and Finance Assistant*

**Teresina, Brazil**

February 2020 – December 2021

- Organized financial records using Excel to track expenses, revenue, and profits;
- Managed the social media account, including creating content with Canva, scheduling posts, and responding to customer inquiries, which resulted in an average of 40 leads/sales per month;
- Developed and implemented strategies to increase presence on Instagram and attract customers, obtaining 900 followers in the first 4 months;

## LEADERSHIP EXPERIENCE

**CosmoPhysics** | Online Astronomy Page

June 2019 – Present

*Founder and Manager*

- Research and curate a wide range of astronomy-related topics to share with the audience, maintaining a consistent posting schedule and high-quality content, reaching over 5000 followers on social media;
- Create, write, and design engaging content for the page using Canva, Figma, and Google Suite (Docs, Sheets), resulting in an average reach of 20,000 accounts per month;
- Utilize analytics tools to track engagement and optimize content strategies for maximum reach and impact;
- Foster a community of astronomy enthusiasts by responding to comments and messages, and collaborating with other pages and organizations in the field;

## COMMUNITY OUTREACH EXPERIENCE

**Space Bar SIG** | New York University Abu Dhabi

**Abu Dhabi, UAE**

*Treasurer*

August 2023-December 2023

- Managed and optimized the financial aspects of the Space Bar SIG, overseeing budget requests, transactions, and resource allocation;
- Collaborated with internal and external organizations to diversify funding sources, ensuring financial stability for the SIG's initiatives;
- Led the Event Planning Department, successfully launching new events such as the Astro Party, which significantly engaged the NYUAD community with the SIG;

### Acadêmicos

*Content Curator*

**Teresina, Brazil**

March 2020 – October 2020

- Curated content in a variety of styles (Articles, Blogs, and Videos) using Google and Microsoft applications to engage a diverse audience and meet the project's goals;
- Searched, classified, and wrote over 136 pieces of content for an online catalog and website, aimed at promoting academic opportunities for low-income Brazilian students;
- Collaborated with project coordinators to develop and implement a data-driven content strategy that successfully reached over 12,000 students with valuable academic resources and opportunities;

## SKILLS AND INTERESTS

**Computer:** Proficient in Microsoft Office, Google Suite Applications, Python, Trello, Asana, Canva, Figma.

**Language:** Portuguese (native), English (fluent), Spanish (fluent)