

MARIA NATALIA DA SILVA COSTA

715 S Forest Ave, apt #409 • Ann Arbor, MI 48104
mncosta@umich.edu • (734) 548-3566

EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business School of Information Master of Business Administration Master of Science in Information, April 2020 <ul style="list-style-type: none">Emphases: Marketing; StrategySelected: Ross Leaders Academy; VP of Marketing, Tech Club; VP of Prospective Students, Brazilian Business Student Association; Student Ambassador	Ann Arbor, MI
	ESCOLA SUPERIOR DE PROPAGANDA E MARKETING Bachelor in International Relations, December 2012 <ul style="list-style-type: none">Received best International Relations undergraduate paper award (2012)Awarded for multidisciplinary paper on marketing plan for Brazilian fashion retailer (2011)	Sao Paulo, Brazil
EXPERIENCE	PAYPAL INC. Product Management Intern <ul style="list-style-type: none">Advocated for a rewards processing and recommendation platform to increase PayPal customer loyalty by defining the strategy, use cases, and platform requirements; secured headcount and \$5M+ budget to build platform in H2 2018Mapped and proposed improvements for rewards program use case with 1M monthly users and \$60M+ monthly payout by conducting external benchmark analysis and internal stakeholder interviews	San Jose, CA
MAP 2018	GOORU MBA Consultant - Strategy & Product Development <ul style="list-style-type: none">Created the vision for a "Google Maps" for business education, a predictive platform to help MBA students navigate their individualized journey towards career goals, by assessing the need, competitive landscape and defining product requirements	San Francisco Bay Area, CA
2013-2016	THE PROCTER & GAMBLE COMPANY Grooming Communications Manager - Brazil Delivery, 2014-2016 <ul style="list-style-type: none">Led Gillette initiative for Rio 2016 Olympic Games, managing a team of 22 people in a high-energy and ambiguous context; delivered over 30 executions, record coverage of 157% target, and highest value share ever for Gillette Brazil (83.6% in April 2016)Headed cross-functional effort to transform Gillette Brazil presence in e-commerce by performing benchmark analysis to set priorities, processes, and tracking; quality of brand exposure across top 5 e-tailers increased by 2xInnovated by advocating for and implementing Youtube ambassadors program to improve brand affinity among teenagers; helped trial of Gillette products grow by 23%Conceived consumer understanding and launch communication plans for Gillette Body, first product designed for body shaving; surpassed expected brand awareness by 6 times and won internal global awards Communications Assistant Manager - Brazil Delivery, 2013-2014 <ul style="list-style-type: none">Analyzed Gillette media coverage data and discovered news articles containing desired value proposition led to 29% more sales vs standard articles; established analytics platform that increased desired coverage from 3% to 15% and ROI by 79%Executed 12-month Gillette World Cup PR initiative for Brazil by leveraging global guidelines while integrating key Brazilian assets; won internal award across Latin America in Public Relations categoryDesigned and deployed crisis prevention plan for Old Spice launch in Brazil by engaging potential brand critics in early planning stages to understand how best to craft launch message; turned eventual detractors into partners and brand advocatesDeveloped a low-cost plan for head&shoulders to tackle both awareness and budget barriers; reduced expenses by 22% expenses and increased ROI by 10x	Sao Paulo, Brazil
ADDITIONAL	<ul style="list-style-type: none">Huge rock music fan (elected mascot of Pink Floyd Brazil group when 13 years-old)Passionate about languages, both cultural and programming ("speak" French, Italian, Spanish, HTML, CSS, JavaScript, Python, SQL)Selected for IDEO CoLab Makeathon, a one-day design-thinking session for brainstorming and prototyping blockchain and AI usage into creation of wallet of digital assets	