

Self-driven, solutions oriented & curious professional. High cultural & change agility in fast-paced environments. Keen on acquiring new skills to further the purpose of a team or company. Motivated to make an impact & always exceed expectations.

EDUCATION

Boston University 194/144 credits; GPA: 3.65/4.00 (Cum.), Boston, USA September 2019 – May 2023
College of Communication B.S. Public Relations, Minor in Business; GPA: 3.84/4.00
Pardee School of Global Studies B.A. International Relations in Business & Economics; GPA: 3.82/4.00

PROFESSIONAL EXPERIENCE

Müller JG, San Jose, Costa Rica April 2022 – July 2022, May 2023 – Present
Marketing Analyst (Contract)

- Built & designed responsive website using HTML, CSS & JavaScript, decreasing code-to-text ratio by a factor of 10 against web-design platforms (Wix), allowing faster load times, improved web crawling, search ranking & lower recurring costs.
- Performed web assessments related to implementation, analysis & optimization: set up hosting environment & marketing analytics platforms, search-optimization (SEO) & A/B testing; identifying opportunities with reduced recurring costs.
- Devised & executed go-to-market strategy targeting market segments for a product launch, performing outreach to increase media mentions, website backlinks & partnering with a national credit card to offer promotions.

Grasso Group US, Boston, USA September 2022 – April 2023
Crisis Communication Consultant

- Created & delivered pitch decks for clients' crisis strategy, identifying relevant audience channels, aspect-based sentiment analysis & stakeholder response strategy & timeline; effectively maintaining comparable pre-crisis net-sentiment scores.
- Engaged in media training & consulted clients on digital engagement guidelines, reducing likelihood of a reputation crisis through live-feed promotional content.
- Reviewed & edited digital disclaimers, company policies, mission & legal disclaimers to ensure compliance.

Aspen Systems, Boston, USA June 2022 – September 2022
Marketing & Business Development Intern

- Improved average post impressions by 60% on Instagram & LinkedIn, resulting in a 42% increase in brand awareness (average post views) & 50% increase in new follower rate across multi-channel campaign.
- Identified promotional events & developed customer-oriented digital experiences by performing interviews & feedback to create newsletters, brochures & search-optimized articles (SEO) to improve middle-of-funnel (MOFU) conversion.
- Proposed market plan to reduce components' wholesale price per unit (PPU) by 20-70% by introducing new consumer segments & sales channel to leverage higher economies of scale (EOS).

Sandoz, a Novartis Division, São Paulo, Brazil June 2021 – August 2021
Rotational Program Communications Intern

- Performed process analyses of legislation to accelerate the passing of a bill crucial to PR campaign & coordinated multi-functional campaign timeline to accommodate legislative procedure & support other teams' initiatives.
- Collaborated with outsourced PR team to increase automated email clickthrough (CTR) within a health awareness campaign.
- Translated articles, analyzed on-page SEO & charted a sitemap of website to improve cross-linking, usability & searchability.

LEADERSHIP & ACTIVITIES

Service Dog Project, Boston, USA September 2022 – April 2023
Account Manager, pro-bono

- Acted as key point person between client's CEO & 10-person team under management to increase website's value proposition & generate marketing content to improve SEO.
- Increased keyword ranking by 70% by creating over 75 pieces of UX & SEO repurposed content; raised referring domains by 51% through pitches to sponsors & news media.

BU International Business Club, Boston, USA September 2021 – May 2022
Director of Public Relations

- Expanded weekly email open & click rates by 21% & 30% for 600+ audience using A/B testing.
- Enhanced member touchpoints & value exchange through case study program & acquisition tactics in field marketing.

SKILLS & OTHER

Languages/Global Profile: Fluent in English, Spanish & Portuguese; Proficient in German; US & EU Citizenships

Programs: HTML5/CSS/JS, Excel, SPSS, Adobe Creative Suite, Canva, MailChimp, HubSpot, SEMrush, Hootsuite, Moz

Certifications: Google Analytics & Ads, HubSpot Content & Inbound Marketing, SEMrush SEO, GTx Coding in Python