

## Nicolas Afonso

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### Education

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**Boston University** 194 credits, 3.66 GPA (Cum.)

**Boston, USA**

B.S. Public Relations; Minor in Business Admin.

3.83 GPA

Expected May 2023

B.A. International Relations in *Business & Economics*

3.82 GPA

**Relevant Coursework:** Int'l Management Strategy, Interactive Marketing, Org. Behavior, Communication Statistics

**Associations:** BU Int'l Business Club, Latin American Student Association (LATAM), PR Student Society (PRSSA)

### Work Experience

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**Grasso Group Communications – Consultant**

**Boston, USA**

*On-call consultant for Grasso Group, crisis management under CEO's apprenticeship*

Sep 2022 - Present

- Established response plans, policy statements, & assessed media coverage to mitigate crisis exposure
- Conducted media training & consulted clients on digital engagement behavior

**Aspen Systems – Marketing & Business Development Intern**

**Boston, USA**

*Intern for Aspen Systems, manufacturer of thermal components*

Jun 2022 - Sep 2022

- Improved brand exposure by 60% on Instagram & LinkedIn as head of digital campaign & content creation
- Developed digital customer experience strategies to increase lead conversion by implementing MOFU touchpoints
- Proposed operations strategy to reduce components' PPU by 20-70% using EOS on new sales channels

**Muller JG – PR & Marketing Intern**

**San Jose, Costa Rica**

*Intern for Müller Jewelry, luxury retailer of foreign brands*

Apr 2022 - Jul 2022

- Performed tech assessments & training to implement web software, achieving site health 8% above average
- Built a go-to market strategy to identify and target growth segments for 'Bridal JG' product-line launch

**Sandoz – Communications Intern**

**Sao Paulo, Brazil**

*Intern for Sandoz, global leader in generic and biosimilar pharma*

Jun 2021 - Aug 2021

- Collaborated with agency team to increase email marketing click-through rate (CTR)
- Created a sitemap diagram of regional website using Lucidchart to increase web usability & findability

### Leadership and Activities

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**Service Dog Project – PR & Marketing Account Manager**

**Boston University**

*10-person team Account Manager for Service Dog Project, pro bono*

Sep 2022 - Present

- Increased organic keywords by 70% with UX & SEO repurposed marketing content
- Raised referring domains by 51% by organizing earned media & sponsor strategies

**BUIBC – Public Relations Director & Treasurer**

**Boston University**

*PR Director for International Business Club*

Sep 2021 - May 2022

- Expanded weekly email open & click rates by 21 & 30% for 600+ audience with A/B testing
- Devised member acquisition strategies to increase touchpoints & diversify value exchange

**PRSSA – Sponsor Relations Coordinator**

**Boston University**

*Coordinator for BUPRSSA Conference*

Sep 2021 - May 2022

- Coordinated conference sponsorship outreach through email & phone pitches
- Organized conference philanthropy event & optimized \$10,000 budget

**Model UN Secretary General**

**Int'l School Basel, Boston University**

*Leader & Chair for Model UN*

Sep 2017 - May 2020

- Exceeded growth targets & expanded conference by 40%; 6 schools & 30 new delegates
- Attained 6 awards for public speaking in 10 conference events

### Skills & Other

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**Global Experience:** US & EU Citizen; Fluent in English, Spanish & Portuguese, Interm. Proficiency in German

**Certifications:** Google Analytics & Ads, HubSpot Content & Inbound Marketing, Google Digital Garage, Semrush SEO

**Programs:** HTML5, CSS, JS, PowerPoint, Excel, Word, Lucidchart, Canva, Adobe Creative Suite, FCP, WordPress, Wix, MailChimp, HubSpot, Moz, Semrush, SPSS Statistics, Copy.ai, GPT-4