

Nicolas Afonso

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Education

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, *Business & Economics Track* 3.82 GPA

Relevant Coursework: Social Media Strategy, Int'l Management Strategy, Interactive Marketing, Organizational Behavior, Crisis Management, Communication Statistics, Media Relations

Work Experience

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, & analyzed media coverage to mitigate crisis exposure
- Conducted media training & coached clients' 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 press releases, newsletters, & client features for content marketing with high sales conversion

Muller JG – PR & Marketing Intern

San Jose, Costa Rica

Intern for Müller Jewelry, luxury retailer of foreign brands

Apr 2022 - Jul 2022

- Advised employees on web maintenance & SEO practices, achieving site health 8% above industry average
- Produced marketing mix with competitor analysis to identify growth segments for 'Bridal JG' brand launch

Sandoz – Communications Intern

Sao Paulo, Brazil

Intern for Sandoz, global leader in generic and biosimilar pharma

Jun 2021 - Aug 2021

- Collaborated with outsourced agency team to increase outbound marketing click-through (CTR)
- Performed process analysis on legislative procedure & managed timeline to expedite public affairs campaign

Leadership and Activities

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-optimized repurposed marketing content; SEMrush
- 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 using CS6 & MailChimp
- Devised member acquisition strategies & community engagement to increase touchpoints & diversify value exchange

PRSSA – Sponsor Relations Coordinator

Boston University

Coordinator for BUPRSSA Conference

Sep 2021 - May 2022

- Coordinated conference sponsorships through outreach; email & phone pitches
- Arranged conference philanthropy event & balanced \$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

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

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

Programs: HTML5, CSS, JS, PowerPoint, Excel, Word, Canva, Adobe Creative Suite, FCP, WordPress, Wix, MailChimp, HubSpot, Moz, SEMrush, SPSS Statistics