

# Nicolas Afonso

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Self-driven, solutions-oriented, & curious professional • Passionate about marketing, strategy & public relations • High cultural & change agility • Keen on acquiring new skills to further the purpose of a team or company.

## Education

**Boston University** 194/154 credits, 3.65/4.00 GPA (Cum.)

**Boston, USA**

B.S. Public Relations; Minor in Business Admin. 3.84 GPA

May 2023

B.A. International Relations in *Business & Economics* 3.82 GPA

**Global Profile:** US & EU Citizenships; Fluent in English, Spanish & Portuguese, Intermediate Proficiency in German

## Work Experience

**Grasso Group Communications – Consultant**

**Boston, USA**

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

Sep 2022 – May 2023

- Pitched crisis strategy & stakeholder-specific response statements to management & clients
- Authored response plans, policy statements, & assessed media coverage to mitigate crisis exposure
- Conducted media training & consulted client employees 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 in omnichannel campaign
- Developed digital experiences & newsletters to increase lead conversion by implementing MOFU touchpoints
- Proposed market 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

- Executed tech assessments & training to implement website, achieving site health 8% above average
- Performed media outreach to increase website backlinks and online relevance
- Built a go-to market strategy targeting growth segments for 'Bridal JG' product-line launch

**Sandoz – Communications Intern**

**Sao Paulo, Brazil**

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

Jun 2021 – Aug 2021

- Performed process analysis on legislation & managed timeline to expedite public affairs campaign
- 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 & Activities

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

**Boston University**

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

Sep 2022 – Apr 2023

- Increased organic keywords by 70% with UX & SEO repurposed website content
- Raised website's 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 A/B testing
- Enhanced touchpoints & value exchange through member acquisition strategies

**PRSSA – Sponsor Relations Coordinator**

**Boston University**

*Coordinator for BUPRSSA Conference*

Sep 2021 – May 2022

- Coordinated conference sponsorship outreach through email & phone pitches

**Model UN Secretary General**

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

*Leader & Chair for Model UN*

Sep 2017 – May 2020

- Attained 6 speaker awards in 10 events & expanded conference by 40%; 6 schools & 30 new delegates

## Skills & Other

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

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

**Programs:** HTML5, CSS, JS, MS Office, Canva, Photoshop CS6, MailChimp, HubSpot, Semrush, SPSS, Adobe Premier