

Anna Carolina Corrêa

San Francisco, California | (415) 672-5816 | annacorreia1@hotmail.com | [linkedin.com/in/annacorreia](https://www.linkedin.com/in/annacorreia)

Education

Master of Science in Marketing and Analytics

Expected August 2025

Hult International Business School | San Francisco, California

- Relevant Courses: Data Visualization, Marketing Metrics & Analytics, Business Intelligence, Business Insights through Data, AI and the Future of Work, Project Planning & Execution, Consumer Behavior, Digital Strategy.
- Member of The Elite Fashion Club, Running and Hiking Club, and ALPFA Hult San Francisco Chapter.

MBA in Digital Marketing

May 2024

Universidade do Vale do Itajaí | Balneário Camboriú, Brazil

- Relevant Courses: Business Intelligence, Marketing Metrics, Competitive and Business Strategy, Integrated Marketing Communication (IMC), E-commerce, Content Strategy.

Bachelor of Business Administration

July 2021

Universidade do Vale do Itajaí | Balneário Camboriú, Brazil

- 1st place Hackathon challenge while leading a 25-member team during an Integrative Business Activity.
- 2nd place presentation in Applied Social Science at the Scientific Initiation and Extension Fair.
- Relevant Courses: Marketing Management, Financial Management, Business Analytics, Information Technology Systems, Market Intelligence, Operational Research, Capital Market, Human Resources Administration.

Work Experience

Oral Unic | Remote, Brazil

May 2023 – April 2024

Marketing supervisor. Responsible for creating scripts for social media videos, supervising campaigns and social media content, analyzing and evaluating leads, overseeing initial lead contact, and developing strategies to reach potential consumers.

- Presented monthly KPI reports (ROAS, CPL), with actionable strategies to improve results.
- Managed monthly ad budgets up to R\$12K and reduced CPL by 60% in 6 months through strategic spend optimization and messaging.
- Maintained lead volume with a 28% lower budget by optimizing campaigns during fluctuating investment periods.
- Developed objection-handling scripts that improved lead retention and conversion consistency.
- Documented workflows across 7+ functional teams, streamlining patient experience through cross-functional alignment.
- Collaborated with 2 content creators to optimize social media messaging with patient concerns, boosting engagement.

Maitá Cosméticos | Balneário Camboriú, Brazil

November 2022 – April 2024

Marketing Supervisor. Developed marketing strategies, publicity campaigns, and organized events and cocktail parties.

- Supported Maitá's development and launch through marketing, business, and financial planning based on a capstone project that became the company's operational foundation.
- Conducted market research (82+ participants) and developed sustainable positioning for underserved audiences.
- Contributed to launch campaigns, influencer outreach, and seasonal event strategies, boosting early brand awareness.
- Built investor-ready financial models, including cost structures, working capital, and revenue projections.
- Led marketing execution across campaigns, social media, and brand events to drive visibility and consumer engagement.

Excel Contabilidade | Balneário Camboriú, Brazil

April 2016 – January 2023

Condominium department accountant. Responsible for managing financial accounts, processing payments and issuing bills, elaborating monthly accounting reports, and providing support to administrators, residents, suppliers, and employees of over 30 condominiums.

- Managed financial operations for 30+ condominiums, overseeing over R\$1.5M/year in costs and ensuring service continuity.
- Built a Google Sheets tracking system that improved collaboration and saved 120+ hours annually for the department.
- Cut onboarding time by 50% by creating a structured manual, enabling the smooth integration of 3 new team members.
- Reduced client response time by 67% through WhatsApp chatbot automation, improving service speed and satisfaction.
- Led annual assemblies for 30+ buildings, presenting financial reports and voting procedures to 500+ stakeholders.
- Reorganized workflows during peak months, improving on-time task completion by 55% through early-month prioritization.

Anna Carolina Corrêa

San Francisco, California | (415) 672-5816 | annacorreia1@hotmail.com | [linkedin.com/in/annacorreia](https://www.linkedin.com/in/annacorreia)

- Partnered with a top local university to launch an internship program, boosting recruitment and community presence.
- Initiated a climate survey to improve morale and guide leadership toward a more collaborative team culture.
- Returned post-tenure to support peak operations, demonstrating ownership, reliability, and team trust.

Relevant Projects

Immigration Pathways | San Francisco, California February 2025 – February 2025

- Developed a 12-month SEO and content strategy for a U.S.-based immigration tech startup.
- Led keyword analysis and audit to support 300% traffic growth, 200K impressions, and 2–4% conversion goals.
- Created marketing asset templates across blog, email, social media, and FAQs using 10+ high-intent keywords.
- Proposed influencer and backlink strategy to boost domain authority and reach immigrant-focused audiences.

Digital Wellbeing Awareness Campaign | San Francisco, California November 2024 – December 2024

- Co-led a digital wellness campaign targeting Gen Z and Millennials through education, social challenges, and engagement.
- Built an SEO/SEM strategy with 15K+ reach and 4–6% CTR using high-traffic, low-competitiveness keywords.
- Created content plans across Instagram, TikTok, and Facebook, driving 8–10% weekly engagement and 5% monthly growth.
- Designed persona-based journeys using KNOW/DO/GO frameworks to guide content, email flows, and CTAs.
- Planned and budgeted a \$13K campaign across SEO, Meta Ads, email automation, and content creation to boost brand visibility.

Expedia Group | San Francisco, California November 2024 – December 2024

- Placed Top 3 out of 30+ teams in Expedia’s business challenge by presenting a data-driven global expansion and differentiation strategy for Vrbo.
- Proposed a supply strategy centered on cultural tourism near UNESCO sites, targeting a \$604B global market.
- Designed a revenue model allocating 30% of bookings to heritage preservation to drive emotional brand loyalty.
- Built financial projections for niche properties and aligned offerings with high-value travelers seeking meaningful, value-based tourism.

Volunteer Work

Fundação Univali, Universidade do Vale do Itajaí | Balneário Camboriú, Brazil August 2017 – July 2021

- Organized and participated in fundraisers and bazaars, events in asylums, orphanages, and animal NGOs while nurturing and engaging in activities. Made costumes for orphanages to help the children celebrate the holiday events.

Language & Skills

Languages: English (fluent), Portuguese (native), Spanish (intermediate)

Certifications: Cost and Economics in Pricing (Boston Consulting Group); Successful Presentation (University of Colorado Boulder); Copywriting (Rock Content); Fundamentals of Visualization with Tableau (UC Davis); Visual Analytics with Tableau (UC Davis).

Technical Skills: SPSS, Power BI, Tableau, Excel (PHStat), Office Suite, Smartsheet, Canva, Google Analytics, Statistical Analysis, Photoshop.

Soft Skills: Analytical Thinking, Problem-Solving, Effective Communication, Data Storytelling, Cross-Functional Collaboration, Conflict Resolution, Adaptability, Continuous Learning, Self-Motivation, Multi-tasking.