

# BARBARA VASCONCELOS CIMATTI

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## **WORK EXPERIENCE**

### **Tetra Tech (MSI)**

1515 N. Courthouse Road, 10th Floor, Arlington, VA 22201, United States

*Project Manager, Latin America and US Regions*

*July 2024 - April 2025*

- Led event planning and coordination efforts by securing vendors and developing promotional event materials
- Oversaw financial management, including budget tracking, projections, pipeline monitoring, and invoicing for grants, subcontracts, and consultants across five anti-corruption and health projects in the LAC-US region

### **Terra in Tandem LLC**

Global (Remote)

*Co-Owner and Content Creator*

*January 2024 - July 2024*

- Developed and executed content strategies for YouTube, TikTok, and Instagram, creating engaging travel content for a global travel brand that documented experiences across 20 countries
- Grew social media following through compelling storytelling, audience engagement, and data-driven content optimization
- Produced video and visual content, leveraging platform algorithms to maximize reach and engagement

### **Tetra Tech (ARD)**

159 Bank Street, Suite 300, Burlington, VT 05401, United States

*Global Talent Operations Staffing Specialist*

*January 2022 - January 2024*

- Led the recruitment and negotiation processes for over twenty proposals and projects worldwide, encompassing a range of \$5-100 million in value, considering factors such as pay equity, prevailing market rates, donor stipulations, as well as proposal and project budgets

### **The Wilson Center's Brazil Institute**

Remote

*Graduate Staff Assistant (Focused on Communications)*

*April 2021 - January 2022*

- Managed the Institute's social media channels and the Brazil Institute website
- Trained interns on social media, website management, event planning, and other relevant tasks
- Created high-visibility informative scientific infographics, articles, and explanatory videos on relevant topics, including agriculture, for the Brazil Institute's website and social media channels
- Planned, scheduled, promoted, and facilitated high-level virtual public and private events, which included Brazilian and

American members of Congress, governors, and private sector leaders

- Conducted in-depth research on science-related topics and wrote public-facing articles for the Wilson Center

### **Syracuse University National Security Studies Executive Education Program**

Eggers Hall, 200, Syracuse, NY, 13244, United States

*Communications Intern*

*October 2020 - August 2021*

- Created promotional posters and emails for upcoming events, photographed and recorded events for the website
- Helped in the planning, scheduling, and administering of the Syracuse University National Security Studies in a semester-long course for high-ranking military officers

### **U.S. Agency for International Development (USAID)**

Remote

*Communications VSFS Intern*

*September 2020 - May 2021*

- Produced high-quality graphic design assets such as brochures, logos, diagrams, posters, and flyers
- Collaborated with peers to plan project timelines, strategize, and promote employee and partner satisfaction surveys

### **Okta, Inc.**

301 Brannan St. San Francisco, CA 94107 United States

*Information Development Intern*

*Jan 2018-June 2018*

- Created online and in-person user tests for website optimization and presented results to key stakeholders
- Redesigned the company's documentation website, utilizing user testing techniques and competitive research

### **QuickBase Inc.**

150 Cambridgepark Dr., Cambridge, MA 02140, United States

*Marketing and User Experience Intern*

*January 2017-June 2017*

- Created a customer training webpage, which improved the user interface
- Produced a company-wide voice and tone brand guide using WordPress, which was used across departments
- Authored 'partner spotlights' blog campaign displayed in the company's official corporate blog, which raised partner awareness internally and externally
- Facilitated event planning through coordinating pricing, vendor logistics, budget, and collateral branding for a conference with over 500 attendees

### **Projector PSA, Inc.**

85 Merrimac St #200 Boston, MA 02114 United States

*Marketing Assistant*

*January 2016-September 2016*

- Designed key features for a new company website, contributing to a 75% increase in site traffic
- Authored company blog posts and press releases that drove engagement with prospective customers
- Oversaw the content generation for a new client site, including video, interactive, and written assets
- Designed and implemented a six-month rollout plan for the new site
- Responded to media queries and generated media interest in the company

**Latinx Student Cultural Center (LSCC) at Northeastern University**

104 Forsyth St, Boston, MA 02115, United States

*Part-Time Communications Assistant*

*September 2014 - December 2018*

- Designed event posters, planned social media campaigns to promote events, and sent newsletter emails

**EDUCATION**

**Syracuse University**, *Maxwell School of Citizenship and Public Affairs* | Syracuse, NY

*Master of Arts in International Relations*, December 2021 | Concentration: Governance, Diplomacy and International Organizations | Certificate of Advanced Studies in Security | *Summa Cum Laude*

**Northeastern University**, *D'Amore-McKim School of Business* | Boston, MA

*Bachelor of Science in Business Administration and Interactive Media*, December 2018 Concentration: Marketing | Minor: International Affairs | *Summa Cum Laude*

**SPECIALIZED SKILLS**

**Languages:** Native Portuguese, Native English, Advanced Spanish

**Computer Skills:** Proficient with Microsoft Office (Excel, PowerPoint, Word, SharePoint), Adobe Creative Suite (Photoshop, InDesign, Illustrator, and PremierePro), Canva, Hootsuite and other social media scheduling tools, iMovie, Basic photography and photo editing skills, CSS, HTML, and WordPress