

# Eduardo DaCosta

11660 NW 19 Drive, Coral Springs, FL 33071, (754)-281-1694, Eduardo.dacosta@live.com

## EDUCATION

---

**University of Florida, Gainesville, FL**

Bachelor of Science in Business Administration

*August 2012- May 2016*

Major: **Marketing & Information Systems**      GPA: 3.63/4.00

## WORK EXPERIENCE

---

**University of Florida Department of Housing, Gainesville, FL**

**Resident Assistant**

*August 2013 - Present*

- Organized and promoted three programs, one social and two campus-resource, a month to facilitate community in residence hall, which resulted in dozens of resident and non-resident attendees
- Mediated three separate conflicts between roommates that resulted in redrawn roommate contracts and roommate cohesion
- Attended a rigorous week-long training session that taught effective communication and conflict resolution skills

## COLLEGIATE LEADERSHIP AND SERVICE

---

**Business Administration College Council, Gainesville, FL**

**Vice President of Marketing**

*March 2013- Present*

- Consulted two student organizations under the Warrington College of Business Administration (WCBA) on brand management and public perception, leading to new social media tactics taken by consulted organizations
- Designed flyers, banners, and graphics promoting WCBA events and organizations
- Held and moderated a corporate mixer for six recruiters and 20 student organization executive board members resulting in a timely end to the event and satisfied participants
- Achieved goal of 1,100 student attendees for college-wide fair Business Bash through marketing plan focused on social media promotion and target marketing to most responsive groups of students

**Delta Sigma Pi, Gainesville, FL**

**Vice President of Marketing**

*August 2013 - Present*

- Created a flyer and implemented social media techniques and guerilla marketing for fraternity recruitment, resulting in over 50 potential recruits attending fraternity events
- Headed a team of five committee members facilitating brainstorming sessions and delegating tasks to each member based on their strengths, resulting in project cohesion, excellence, and timeliness
- Oversaw fraternity branding through social media and promotional ventures increasing the fraternity's presence on the UF campus

**Marketing Committee Chair**

*January 2013 - May 2013*

- Managed the Delta Sigma Pi brand through social media outlets, flyers, and banners to establish campus presence
- Organized weekly committee meetings to increase brainstorming and innovativeness, leading to two successfully planned fraternity branding events

**Pledge Class of Delta Sigma Pi, Gainesville, FL**

**Vice President of Professional Activities**

*September 2012- November 2012*

- Raised over \$8,500 in a period of six weeks along with 29 other pledge brothers
- Hosted two professional speakers to speak to pledge class of 30 pledges
- Co-sponsored a small business owners panel of five with the UF Entrepreneurship Club hosting over 45 students
- Organized an internship panel of five students to impart knowledge to pledge class

## SKILLS

---

**Language Proficiency**

*Present*

- Fluent in Portuguese and Spanish: reading, writing, and translating at the advanced level

**Multimedia Software**

- Proficient in the Microsoft Office Suite
- Familiar with Adobe Photoshop and HTML5/CSS