

# Eunice Fonseca

385 250 7474 | eunicedfonseca14@gmail.com | <https://www.linkedin.com/in/eunice-fonseca/>

## EDUCATION

### Brigham Young University – Marriott School of Business

*Bachelor of Science, Marketing (Pre-business)*

Provo, UT

Aug 2022 – Apr 2025

- GPA 3.93/4.00
- Relevant course work: Information Systems, Introduction to Supply Chain Management in International Business, Marketing Management, among others
- Marketing Association- social media Director
- **Skills:** Copywriting; Office 365; IBM SPSS Statistics software; SQL programming language; Canva; photo editors- such as basic Photoshop skills; Social media platforms; Wix (website development app); native in Portuguese; fluent in English; and semi-fluent in Spanish

### University of Lisbon

*Communication Sciences*

Lisbon, Portugal

Sep 2019 – Feb 2022

- Acquisition of knowledge about various communication and social sciences areas, such as journalism, marketing, advertising, and psychology, as well as management, economy, and law principles

### Independent Business Case Competitions

Lisbon, Portugal

Mar 2021 – Apr 2021

- Finalist- Energy of Portugal (EDP) Business case competition: Pitched new ideas to bring more qualified traffic to EDP Commercial
- Think tank member for a Ferrero Rocher (global chocolate brand) marketing challenge, organized by the Catholic University of Lisbon: Provided ideas and developed strategies to increase sales and improve brand awareness

## EXPERIENCE

### Do It Better (Conducts courses to increase professional training)

*Digital Marketing Intern*

Faro, Portugal

May 2021 – Aug 2021

- Expanded Facebook reach 35% by preparing, editing, and posting various digital content formats on that platform
- Increased brand awareness by researching and producing website content, such as writing articles
- Analyzed external and internal metrics to establish company strategies
- Improved targeted customer reach by translating the website from Portuguese to English

### Magma Studio (Consulting company, connecting college students and companies)

*Brand Ambassador*

Lisbon, Portugal

Feb 2021 – Jan 2022

- Generated a reach of 300 people on average per post, by completing promotional work on LinkedIn and Instagram to recruit students to attend workshops and fireside talks
- Performed as a mediator at their Pitch Bootcamp by influencing more fluid conversations between college students and companies

### Cambada de Críticos/ Group of Critics (Instagram page about movie and TV shows reviews)

*Content Creator*

Lisbon, Portugal

Nov 2020 – Mar 2021

- Increased Instagram's and website's reach and engagement by 15%, by creating and sharing content on the Instagram page

### MegaFinalistas (Organizes and conducts high school senior trips)

*Promoter*

Faro, Portugal

Sep 2018 – Apr 2019

- Accomplished work in sales management, billing, promotion and sharing of events on Instagram
- Generated over 12,000€ in revenue due to high ticket sales

## SERVICE

- Hospitality volunteer at Building the Future technology event in Lisbon, Portugal- assisted guests at the event space and attended multiple presentations

## PERSONAL

- Selected as a foreign exchange student to represent Loulé Secondary School in Nagold, Germany, for a week- selection was based on grade point average (4.0) and English proficiency
- Studied musical theory, performed piano and vocal performances for eight years, and studied guitar for a year