

HEILLY M. BARBOSA

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EDUCATION

University of Connecticut – Stamford, CT
B.S. in Business Administration / B.A. in Digital Media and Design
Alpha Lambda Delta National Honor Society
Dean's List and Award for Excellence in Business Recipient

Expected Graduation: **May 2017**
GPA: **3.5**

EXPERIENCE

Viacom Media Networks (MTV/MTV2) – New York, NY
Production and Development Intern

January 2016 – Present

- Work as a PA assisting the production team on set in a television studio and on field shoots.
- Support executive assistant in planning and budgeting monthly office floor events.
- Participate in weekly meetings to brainstorm and pitch new show ideas to executives and development team.
- Conduct and organize research for the development team regarding talent, pop culture, breaking and trending news, etc.
- Provide feedback and recommendations on pitch decks, pilots and shows being edited to air on the network.

University of Connecticut – Stamford, CT
Administrative Assistant

September 2015 – Present

- Design and distribute promotional materials for Stamford School of Business events.
- Provide front desk assistance to students and faculty, including organizing and scheduling appointments on Outlook.
- Assemble Excel spreadsheets to maintain student records updated and use Qualtrics to construct and analyze online surveys.

NBCUniversal – Stamford, CT
Production Assistant Freelancer

December 2015 – January 2016

- Trained a group of 14 new interns on their daily responsibilities and led tours of the studio and surrounding areas.
- Collaborated with audience department to find, manage and confirm attendance of 100+ audience members before and on show days.
- Conducted phone screenings to cast for specific story topics and recorded potential story lines for the show.
- Worked with PAs and producers in the studio to ensure guest accommodations were set up and things ran smoothly on show days.

NBCUniversal – Stamford, CT
Production Intern

January 2015 – May 2015 / August 2015 – December 2015

- Worked closely with the production team and managed guests on set to prepare and facilitate a nationally syndicated talk show.
- Partnered with Social Media Coordinator to develop creative content for Twitter and Instagram channels.
- Assisted the audience department with show day operations including ticket distribution, booking and crowd participation.
- Administrative duties included reconciling expenses, sorting story ideas via email and responding to telephone inquiries on hotlines.

Toscano's Pizzeria – Southport, CT
Assistant Manager

February 2012 – September 2015

- Recruited, trained, and supervised 7 employees.
- Cross-trained and performed excellent customer-service skills during high-volume, fast-paced operations.
- Initiated social media marketing strategies on Instagram and Facebook to increase brand awareness and customer engagement.

WWE – Stamford, CT
Communications Intern

September 2014 – December 2014

- Monitored the media for anything related to the company, updating earned media coverage reports regularly.
- Responsible for sorting requests from fans, local chapters and national partners (Make A Wish Foundation, Special Olympics, etc.)
- Assisted the Community Relations team in preparing for various company campaigns and partnership projects.

Stamford Government Association – Stamford, CT
Member

January 2014 – November 2014

- Coordinated with students on campus to help plan and organize large events at UConn Stamford, including our annual Student International Fair and Welcome Back Week.

SKILLS

- Native level proficiency in Portuguese (written and spoken)
- Hootsuite Certified, experience with social media (Facebook, Snapchat, Instagram, etc.) and project management tools (Slack, Basecamp)
- Educated in Adobe Creative Suite CS6 (Photoshop, After Effects, Adobe Premiere, Illustrator) and programming languages (HTML, CSS)
- Efficiently operate Windows operating systems, Mac OS X and Microsoft Office Suite (Word, Excel, Power Point, Outlook)