

HEILLY BARBOSA

Mobile: (203) 873-1930 | Email: heillymbarbosa@gmail.com

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

Graduation: May 2017

GPA: 3.46

EXPERIENCE

Google – San Francisco Bay Area, CA

BOLD Immersion Participant

August 2016

- 1 of 70 students selected for an opportunity to develop an understanding of the business behind technology.
- Complete 50 hours of team building activities, career and personal development, and studies of technological disruption and innovation.

Viacom Media Networks (MTV/MTV2) – New York, NY

January 2016 – May 2016

Production and Development Intern

- Participated in weekly meetings, pitched new show and social media content ideas to the development team.
- Supported the executive assistant in everyday tasks as well as planning and managing allocations for monthly office floor events.
- Volunteered as a talent assistant and helped organize AMP Music Showcase featuring apl.de.ap from Black Eyed Peas.
- Operated camera equipment to conduct interviews and assist Talent Manager in casting sessions.

University of Connecticut – Stamford, CT

September 2015 – May 2016

School of Business Administrative Assistant

- Curated promotional materials for School of Business events.
- Liaison between students and faculty; organized appointments for academic advisors and addressed student's concerns.
- Utilized Qualtrics to construct and analyze approx. 10 online surveys and presented results to the Director of School of Business.

NBCUniversal – Stamford, CT

January 2015 – January 2016

Production Intern promoted to Production Assistant

- Worked closely with the production team in all stages of production to manage guests on set and facilitate a nationally syndicated talk show.
- Collaborated with audience department to book, confirm and manage attendance of 100+ audience members.
- Trained a group of 14 new interns on their daily responsibilities and led tours of the studio and surrounding areas.
- Partnered with Social Media Coordinator to develop creative content for Twitter and Instagram channels.
- Administrative duties included reconciling receipts, sorting email and responding to telephone inquiries.

Toscano's Pizzeria – Southport, CT

February 2012 – August 2015

Assistant Manager

- Recruited, trained, and supervised team of 16 employees; responsible for weekly payroll and scheduling.
- Built strong relationships with local SMBs to increase brand awareness, offering samples and coupons during social events.
- Initiated social media marketing strategies to publicize events and promotions to loyal consumers on Instagram, generating over 200 followers and features on popular online communities such as CT Bites.

WWE – Stamford, CT

September 2014 – December 2014

Talent Relations and Communications Intern

- Monitored news stories, PR releases and social media for relevant content relating to the industry, updating earned media coverage reports daily.
- Researched potential influencers for partnership projects with non-profits such as Susan G. Komen, Special Olympics, etc.

LEADERSHIP AND SKILLS

University of Connecticut Student Advertising Agency – Stamford, CT

January 2016 – Present

Project Manager

- Co-lead team of 4 animators and designers to deliver videos promoting new services/attractions that meets the client's needs and objectives.

Stamford Public Education Foundation – Stamford, CT

February 2015 – Present

Volunteer Mentor/Tutor

- Engage in weekly one-on-one mentoring sessions with students and develop strategies to improve their writing, math and study skills.

The Stamford View Student Newspaper – Stamford, CT

January 2013 – September 2013

Online Manager

- Revamped *The Stamford View's* WordPress blog and crafted content strategies and ensure compelling article posts for students on campus.

Additional Skills:

- Native level proficiency in Portuguese (written and spoken)
- Basic in Adobe CS6 (Photoshop, After Effects, Premiere, Illustrator) and web development programming languages (HTML and CSS)
- Expert in Microsoft Word, Outlook, PowerPoint, Google Suite and Project Management Tools (Slack, Basecamp)