

Brazil

Applied through AIESEC in USP, Brazil.

PROFESSIONAL EXPERIENCE

Junior Analytics Consultant

Nielsen May 2018 - Present Brazil

Main activities: final responsible for Marketing Mix Modeling projects, delivering consulting for FMCG and No-FMCG clients. Experience with Nielsen data, client relationship, project management, modeling analysis, recommendations about marketing activities and budget optimization.

Marketing Mix Intern

Nielsen Aug 2017 - May 2018 Brazil

Main activities: Support in the development of Marketing Mix Modeling projects. Main responsible for collecting Media and Trade data, preparing the information for the modeling phase and developing charts for presentations. Experience with Nielsen data and marketing effectiveness analysis.

Global Entrepreneur Participant

TTMI Consulting Jan 2017 - Feb 2017 Greece

Global Entrepreneur participant. Worked in a consultant company in Athens, Greece. Developing market research for european project funding.

B2C Community Manager

AIESEC in Brazil Jun 2016 - Dec 2016 Brazil

Consumer Services, Marketing and Advertising

National Support Team for AIESEC in Brazil, in the B2C strategies.

LCVP Marketing

AIESEC in USP Dec 2015 - Dec 2016 Brazil

Consumer Services, Marketing and Advertising, Nonprofit Organization Management

Local Comittee Vice President of Marketing

Project Manager Global Entrepreneurs

AIESEC in USP Jul 2015 - Dec 2015 Brazil

Consumer Services, Marketing and Advertising, Nonprofit Organization Management

Team leader of oGIP Global Entrepreneurs Project in AIESEC in USP, in Brazil

Customer Experience Manager

AIESEC in USP Dec 2014 - Jun 2015 Brazil

Consumer Services, Marketing and Advertising, Nonprofit Organization Management

Marketing Manager at AIESEC in USP

ACADEMIC EXPERIENCE

LANGUAGES

Spanish	Beginner
German	Beginner
English	Advanced
Portuguese	Native

SKILLS

Expert

+ Driver's licence

+ AIESEC Leadership qualities

Advanced

+ Writing

+ Internet usage

+ Windows PC usage

+ Presentation skills

+ Digital Marketing

+ Leadership

+ Team Management

+ Organisational Management

+ Project Management

+ Data Analysis

+ Adaptability

+ Market Research

Intermediate

+ Sales

+ Photoshop

+ Client servicing

Business administration, Entrepreneurship, Finance, Human
Resources, Industrial engineering, Logistics, Marketing, Statistics