

Marcela de Souza Santos Schimel

PERSONAL INFORMATION

Place and Date of Birth: Brazil | 02 February 1992

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OBJECTIVES

Work in an international media-related company in the field of journalism. I'm interested in acting as a content publisher or researcher for a company in Europe, which will contribute to my cultural enrichment.

EDUCATION

02/2011 – 03/2013 [University Estácio de Sá] [Petrópolis, Brazil]

- Design Emphasis in Fashion Design

02/2016 – 12/2019 [University Estácio de Sá] [Petrópolis, Brazil]

- Social Communication Emphasis in Journalism

EXPERIENCE

[02/2018] Prefeitura Municipal de Petrópolis [Petrópolis, RJ]

Intern in social communication

Company: Area of social communication of the prefecture of the city of Petrópolis located in the state of Rio de Janeiro, Brazil

Main activities: Make the daily clipping of all news related to the Mayor and the city hall. To classify the relevance of the news in positive, negative or neutral, to generate a report every end of the month with the quantification of the published news.

Key results: In the first month, I have already obtained an improvement in the results of the reports compared to the previous ones. The amount of news transmitted by the media and the response received were consistent with the expected result. What hadn't happened before.

[10/2016 – 01/2018] MEventos Serviços de Informática LTDA [Petrópolis, RJ]

Intern in social communication

Company: Holds all types of events. From planning and execution: The wedding, anniversary parties, and business events.

Main activities: I was responsible for two functions. The first was to support the planning of events that the company was contracted to plan and perform. It included contacting suppliers relevant to the events (buffet, decoration, DJ, and others). Arrange the team to work on the event. And always be reviewing all the material that would be used. The second function was to generate content for the site and social networks of the company, so that there was more engagement of people in the media.

Key results: During the time I was in the company, the number of media engagements increased by 20%. There have been hirings for the holding of events by people who knew the companies through the media. And in the events that I were involved in planning there never occurred any problem without solution.

LANGUAGES

- Portuguese - Native
- English - Advanced
- Spanish – Intermediate

TECHINICAL SKILLS

- Microsoft Word – Advanced
- Microsoft Powerpoint - Intermediate
- Microsoft Excel - Intermediate
- Adobe Photoshop - Advanced
- Corel Draw – Intermediate

ADDITIONAL INFORMATION

- Scientific Research CNPQ, 1 year in University Estácio de Sá - Emphasis of research: new forms of consumption and the relation of the individual to this new economic thought.
- Certificate of participation of the V Journey of scientific initiation (2017) - Participation with a poster about new forms of consumption
- Certificate of participation of the media seminar and society in the political, economic and cultural dimensions of UFRJ (2017)
- Certificate of participation of the IV Journey of scientific initiation (2016)

INTERESTS

In my free time I always like to schedule activities with my friends, family or alone. I enjoy visiting art museums, traveling alone or with family or friends. I always try to have a book near me, be it related to college or literature. I am part of a race group in my city, we always have training sessions on weekends. I also participate in a religious study group.