

# Paolla Bruno Dutra

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## EDUCATION

**New York University, Tandon School of Engineering**, New York, NY 09/16 – Present  
Bachelor of Science in Integrated Digital Media, GPA 3.8

- Minor: Computer Science
- Activities: Inspired Media Network, Print3D, IDM Showcase, HackNYU 2019 (volunteer)

## WORK EXPERIENCE

**SW Parking**, Rio de Janeiro, Brazil 12/17 – 02/18  
*Assistant Manager*

- Performed cash and credit card transactions to reduce customer wait time
- Managed the logistics of the grand opening of the parking lot and conducted daily operations to track the volume of cars and ensure customer satisfaction

**Casa da Cherry**, São Paulo, Brazil 08/14 – 01/15  
*Inventory and Social Media Administrator*

- Increased customer retention by resolving questions and concerns via phone and in-person
- Implemented a new marketing strategy consisting of monthly events at the store which increased traffic count by 30%
- Promoted the work of the artisanal community of women who produce store merchandise across social media channels to increase company visibility

## LEADERSHIP EXPERIENCE

**Inspired Media Network (NYU Club)**

*EBoard Member. Secretary* 10/18 – Present

- Responsible for sending out weekly newsletters about upcoming events and opportunities
- Responsible for keeping records of what is discussed and decided during each meeting

**PRINT3D (NYU Club)**

*EBoard Member. Communications Team* 10/18 – Present

- Leader of the club's new workshop system
- Responsible for reaching out to students and 3D printing laboratories to organize events

**Colégio Visconde de Porto Seguro**, São Paulo, Brazil 10/11 – 12/15

*Winter Volunteer*

- Organized food donations and assisted with fixing and cleaning donated products
- Spearheaded movement to distribute Christmas baskets to children in need

## ADDITIONAL INFORMATION

- Languages: Portuguese (Native & Fluent), Spanish (Advanced), German (Intermediate)
- Computer: Adobe Photoshop, Illustrator, InDesign, Premier Pro (Advanced), Lightroom (Beginner), Python (Advanced), p5.js (Intermediate), Java, HTML, CSS (Beginner)
- Interests: Photography, Retro Films, Baking, Traveling, and Coding