

## Contato

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## Principais competências

Gestão de projetos  
Liderança organizacional  
Eficiência operacional

## Languages

Inglês (Native or Bilingual)  
Português (Native or Bilingual)

# Letícia Macedo Pinheiro

Multidisciplinary professional | Culture, Heritage and Tourism |  
Leisure and Tourism at University of São Paulo (USP) | University  
Extension Grantee (UNITWIN UNESCO)  
São Paulo, São Paulo, Brasil

## Resumo

I am a multidisciplinary professional with a strong foundation in the humanities, particularly in culture, cultural heritage, and tourism. While these areas are central to my academic and professional interests, I am also open to opportunities in related fields that value critical thinking, creativity, and cross-disciplinary collaboration.

I am currently completing my degree in Leisure and Tourism at the University of São Paulo (USP), one of the leading academic institutions in Latin America.

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## Experiência

Bridge.

Cofundador

fevereiro de 2025 - Present (11 meses)

São Paulo, Brasil

I work as COO at Bridge, focusing on the company's internal organization and institutional strengthening. I am responsible for structuring administrative routines and operational processes, managing organizational culture, and representing the company at events, seminars, and public presentations. I also contribute strategically to fundraising efforts, both financial and intellectual, and bring a human-centered, ESG-oriented perspective to the development and improvement of our services and products.

Universidade de São Paulo

Extension Project Fellow – USP & UNESCO UniTwin Network

agosto de 2024 - outubro de 2025 (1 ano 3 meses)

São Paulo, Brasil

The project focuses on preparing an academic field trip to Chapada do Araripe (Ceará) in June 2025, contributing to the nomination of the site as a UNESCO World Heritage Site. The region has been home to a UNESCO Global Geopark since 2006 and was added to the Tentative List in 2024.

As part of the planning team, I support institutional communication and intercultural coordination between USP, Fundação Casa Grande, and international UniTwin partners. The initiative promotes ethical tourism, heritage preservation, and inclusive territorial development through collaboration between researchers and local communities.

Main tasks:

- Drafted and translated bilingual (Portuguese-English) educational and informational materials;
- Created professional profiles of international participants;
- Scheduled and provided logistical support for meetings with network members;
- Managed internal communications and digital collaboration tools (Google Drive, Google Forms);
- Sent personalized email communications and workshop reminders;
- Supported translation and interpretation during remote intercultural meetings;
- Represented USP in interactions with local and international stakeholders;
- Participate on-site during the travel on 2025 to Cariri Workshop & Seminar.

## TTWGroup

Junior Operations Assistant B2B – TTW Group

abril de 2024 - maio de 2025 (1 ano 2 meses)

São Paulo, Brasil

During my time at TTW Group, I developed key skills in tourism and travel operations. I provided direct operational support to the lead travel consultant, contributing to the successful delivery of high-quality, tailor-made travel experiences.

My main responsibilities included:

- Preparing customized itineraries and delivering travel materials to clients;
- Daily communication with suppliers and DMCs via email and phone, ensuring accurate and timely confirmations;
- Performing crosschecks (detailed reconfirmation of all trip components with suppliers and DMCs);
- Requesting and evaluating quotes for all services involved in each travel itinerary;
- Keeping the sales team informed on the progress of operations through consistent updates.

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## Formação acadêmica

Universidade de São Paulo

Bacharelado em Lazer e Turismo, Turismo e Lazer · (março de 2022 - dezembro de 2025)

ETEC Martin Luther King

Auxiliar Administrativo, Administração · (2020 - 2021)