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[REDACTED] Madrid, Spain
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Residency Permit for Spain + Brazilian Passport | Permitted to sign internship agreement via IE University

SUMMARY

Distinctly adaptable, passionate and innovative individual with foundational branding and marketing experience. Capable of maintaining quality of work under pressure, eager to learn from, and collaborate with more experienced individuals in the marketing and branding industry. Available for internships starting September 2024.

EDUCATION

IE UNIVERSITY

Bachelor of Laws

Madrid, Spain

Graduated: July 2024

- Relevant Subjects: Digital Marketing, Sports Marketing and Value Creation, and Hotel Industry.

UNIVERSITY OF KENT

Bachelor of Psychology and Forensic Psychology

Canterbury, England

September 2018 - June 2020

- Relevant Subjects: Business Psychology, Personality, Social and Developmental Psychology, The Social Psychology of the Individual, and The Social Psychology of Groups.

RELEVANT EXPERIENCE

LULULEMON

Omnichannel Marketing Virtual Experience Program

Madrid, Spain

Ongoing

- Creating an integrated marketing plan for lululemon's newest at-home fitness platform, raising awareness of both the product and the brand's core values.
- Developing a new digital product or customer experience for implementation within the technical athletic apparel space.
- Calculating key marketing metrics from a recent lululemon ambassador campaign.

DT-GLOBAL – Consultancy Firm

Project Management Assistant Intern

Madrid, Spain

February – June 2024

- Coordinated, organised and monitored various program-related activities and logistics.
- Elaborated informative presentations for specialists, updating them on the latest project related developments, discussing implemented schemes, and guiding them through more efficient procedural strategies.
- Assisted the Financial Department with the processing and filing of invoices and payments.

LIGHT APP

Innovation Consultant

Madrid, Spain

September – December 2022

- Examined brand positioning, brand strategy, and engagement metrics of a real start-up client.
- Collaborated with team members to analyse client data, prepared client-meeting presentations, and manufactured a mock-up instituted from our newly devised P2E model-based UX/UI Design.

SPLIT – Clothing Brand Pilot Study

Co-Founder

Madrid, Spain

January – December 2021

- Responsible for product design, digital content creation, brand management, budget management, event coordination and influencer relations.
- Developed and executed a marketing campaign resulting in profits.
- Increased brand awareness through effective branding and marketing strategies.
- Collaborated with aspiring influencers to expand brand reach and engagement.

EXTRACURRICULAR ACTIVITIES

- **Volunteer Work:** Wildlife Friends Foundation Thailand: Led teams through effective communication and collaboration while managing task deadlines through practical organisation and training. (Phetchaburi, Thailand. July – August 2019).

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Spanish (Fluent), and Portuguese (Fluent).
- **Computer Proficiency:** Windows/macOS, Microsoft 365, Procreate App, Adobe Draw, Adobe Photoshop, Adobe Premiere, Python, Canva, and social media apps.
- **Other courses:** Programming (Python)
- **Interests:** Photography, cinematography, music, travelling, sports, video games, family, and friends.