

Bruna Guedes

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EDUCATION

Bennington College

Bachelor of Arts in Communications & Film | Minor in Spanish | GPA: 3.92-4.0

Bennington, VT

May 2025

Coursework: Journalism, Creative Writing, Screenwriting, Mass Communication, Video, Digital Arts, Photography.

SKILLS

Productivity & Project Management: Google Workspace, Microsoft Office, Jira, Asana, Pipefy, Trello, Notion.

Web & Analytics: Wordpress, Sprinklr, Talkwalker, Later. **Creative:** Adobe Premiere Pro, Photoshop, Canva, CapCut.

Other Skills: Copywriting, Video Editing, Graphic Design, Social Listening, Influencer Marketing, Presentation.

Certificates: Marketing Copy; Affiliate Marketing & Partnerships; Product Marketing; Public Relations; Press Releases.

PROFESSIONAL EXPERIENCES

United Nations Foundation - Social Media Consultant (Contract)

September 2024 - Present

- Oversee Girl Up's official social media (946K followers), plan the editorial calendar, create graphics and videos, manage assets on Brandfolder, write copy, schedule content, and report digital metrics;
- Boosted content interactions by 149%, reach by 231%, and impressions by 276% on IG through 20 posts in 2 months.

TikTok, Instagram, YouTube, X - Digital Influencer & Content Creator

July 2020 - Present

- Grew an engaged following of 370K+ and generated 200M+ views and 15M+ likes by producing 700+ videos;
- Accumulated 20M views and 150K hours of watch time on YouTube by applying SEO tactics;
- Drove 10M views, 830K likes, and 57K profile visits on TikTok in 30 days by crafting data-driven strategies;
- Reached 11M impressions and 5M accounts on Instagram within 30 days by targeting audience trend;
- Generated 11 million views with 180 posts on X and made a tweet that propelled a movie to trending topics.

Remitly (Fintech) - Affiliate Marketing Intern

June 2024 - August 2024

- Recruited and onboarded 10 new partners with a combined audience of 433,000 followers, generating \$7,000 in revenue in two weeks and projected to acquire in an estimated 4,800 new customers annually;
- Collaborated closely with the legal team to ensure compliance, rigorously reviewing over 40 articles and 40 videos in both English and Spanish from partners such as NBC, Monito, and Exiap by Wise;
- Supported an external agency, crafted marketing collaterals & internal docs, and optimized affiliate performance;
- Conducted market research on a new consumer group and competitor analysis, driving targeted growth strategies.

College Board - Social Media Intern

September 2023 - May 2024

- Managed 14 social handles across Instagram, YouTube, Facebook, Threads, and X/Twitter accounts (1.4M followers);
- Achieved 4M views and 200K likes by writing compelling copy for 400+ posts and producing 35 educational videos;
- Reviewed 200+ UGC videos and optimized thumbnails, video titles, descriptions and tags for search engines;
- Added chapters to 40+ lives (30h of content), made 40+ YouTube community posts, and created 70+ Instagram polls;
- Used listening tools to track mentions of AP African American and flag relevant comments and DMs to the team.

United Nations Foundation - Communications Intern

September 2022 - April 2023

- Collaborated with cross-functional teams to develop digital strategies and tailor messaging for six major campaigns;
- Achieved 800,000 views and 30K likes organically by producing 45 short videos;
- Developed marketing materials such as slides decks, surveys, merchandise, and newsletters;
- Authored blog posts for *Voices* and maintained the Girl Up website backend, ensuring timely updates.

Bennington College - Admissions Intern

June 2022 - September 2022

- Increased the pool of Brazilian applicants by 10x (from 17 to 176) by making captivating online posts;
- Wrote content for five website pages, designed event shirts for interns, and guided students on campus tours.

VOLUNTEER EXPERIENCE

United Nations Foundation - Girl Up Club Leader

March 2019 - August 2022

- Drafted an open letter and collected 100+ signatures from celebrities, influencers, politicians, and NGOs;
- Secured coverage in 20 media outlets like El País by using PR strategies and writing compelling press releases;
- Secured funding for an event, managed a \$500 budget, ran registrations, ordered swag, and reported expenses.