

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

PROFESSIONAL EXPERIENCES

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 and reached 5M accounts on Instagram in 30 days;
- Made a tweet that reached 8 million impressions and propelled a movie to Brazil's trending topics.

United Nations Foundation - Communications Consultant (Contract)

September 2024 - December 2024

- Oversee Girl Up's official social media (946K followers), plan the editorial calendar, create graphics and videos, write copy, manage assets on Brandfolder, schedule content, and report digital metrics;
- Boosted content interactions by 149%, reach by 231%, and impressions by 276% through 40 posts;
- Drove 3.5K organic clicks and 1.3K registrations, the highest among 7 events, by crafting a trend-driven campaign.

Remitly (Fintech) - Affiliate Marketing Intern

June 2024 - August 2024

- Led client calls to recruit and onboard 10 new creators with a combined audience of 433,000 followers, projecting the acquisition of approximately 4,800 new customers annually;
- Secured a top-performing partner who ranked among the top 15 in generating new customers for August;
- Generated \$XXXX in revenue and XX NCAs in two weeks with the lowest cost of acquisition among channels;
- Ensured content compliance with financial regulations by reviewing 40+ articles from high-profile partners, including NBC and Forbes, in collaboration with the legal team, mitigating risks and preventing costly litigation;
- Wrote a research brief on a consumer group and conducted a competitor analysis, driving targeted growth strategies;
- Crafted internal documents, supported an external agency, optimized affiliate performance, and reported KPIs.

College Board - Communications & Marketing Intern

September 2023 - May 2024

- Reviewed 200+ UGC videos for quality assurance and tracked mentions of AP African American Studies;
- 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;
- Added chapters to 40+ YT lives (30h of content) and optimized thumbnails, titles, and descriptions for search engines.

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 and events and curated weekly reports on gender-related news and trending topics, presenting insights to the team;
- Achieved 800,000 views and 30K likes organically by producing 45 short videos;
- Developed marketing collaterals such as slide decks, newsletters, flyers, event posters, and swag;
- Authored blog posts for *Voices* and maintained the Girl Up website backend, ensuring timely updates.

PROJECTS

United Nations Foundation - Girl Up Club Leader

March 2019 - August 2022

- Garnered 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.
- Drafted an open letter and collected 100+ signatures from celebrities, influencers, politicians, and NGOs;

SKILLS

Productivity & Project Management: Google Workspace, Microsoft Office, Jira, Asana. **Languages:** EN, ES, PT.

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

Soft Skills: Writing, Proofreading, Copywriting, Messaging, Positioning, Campaigns, Presentation, Negotiation.

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