

Bruna da Silva

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<https://brunasilva.journoportfolio.com>

EDUCATION

Graduate Certificate in Management of Digital Communication for Corporate Environments, 2018 (GPA 3.6)
University of São Paulo (USP), São Paulo, SP, Brazil

Bachelor's Degree in Journalism, 2015 (GPA 3.0)
Pontifical Catholic University of São Paulo (PUC-SP), São Paulo, SP, Brazil

PROFESSIONAL EXPERIENCE

Digital Communication and Brand Analyst (08/2020 – Current)

Raízen Renewable Energy and Fuels and Shell brand licensed company, São Paulo, SP, Brazil

- Developed and managed digital communication strategy on social media and Raízen's website
- Led the brand's rebranding
- Created Search Engine Optimization (SEO) strategy and institutional blog

Social Media Coordinator (01/2018 – 07/2020)

Social Media Analyst (03/2015 – 12/2017)

OKE Studio Marketing Agency, São Paulo, SP, Brazil

- Structured and managed an eight people social media team
- Developed strategy and led operation of all social media accounts and managed campaigns and activations
- Handled digital crises

Content and Social Media Intern (04/2013 – 03/2015)

Editora Abril Publisher, São Paulo, SP, Brazil

- Wrote digital articles and planned and created content for social media and MdeMulher website

Digital Monitoring Intern (03/2012 – 01/2013)

Bites Data Agency, São Paulo, SP, Brazil

English Teacher (08/2011 – 12/2011)

Lexical Language School, Santo André, SP, Brazil

SCHOLARSHIPS

Graduate Scholarship (08/2016 – 08/2018)

Full Tuition Waiver, OKE Studio Marketing Agency, University of São Paulo

Branding Course Scholarship (2022)

Full Tuition Waiver, Raízen Company, LAJE School

RESEARCH EXPERIENCE

Crisis management in social media for companies in the age of transparency: Case Study analysis in the digital market (2018)

Advisor Dr. Sérgio Bairon Blanco Sant'Anna
University of São Paulo (USP), São Paulo, SP, Brazil

Women of Axé: A Study on the Influence of Women in the Religion of Candomblé (2015)

Advisor José Arbex Junior
Pontifical Catholic University of São Paulo (PUC-SP), São Paulo, SP, Brazil

COMPLEMENTARY EDUCATION

Applied Branding Program (32h) (2022)
LAJE School, Online

Influencer Marketing Program (18h) (2018)
Youpix School, São Paulo

Sports Press Relations Program (20h) (2012)
Alexandre Praetzel School, São Paulo

High School Student Exchange Program (07/2010 – 06/2011)
Senior Year, South Jordan, UT, United States

VOLUNTEERING

English Teacher, São Paulo, SP, Brazil (2017)

Content Writer, Online (2020)
• Produced content for social media related to the COVID-19 pandemic to provide accurate information to Brazilian people