



CAMILLA BRITO

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**COMMUNICATION + EVENTS PLANNER
& GRAPHIC DESIGNER**

PROFILE

Multifaceted creative professional, passionate about combining my solid background in advertising, graphic design, and project management to plan and execute purpose-driven communication strategies and events.

EXPERIENCE

CURRENT PROJECTS

- Host of virtual events and online educational programs by Instituto Now
- Creator of Vibra Mais Alto project (vibramaisalto.com)
- Graphic design freelancer for various clients

MARKETING AND GLOBAL EVENTS CONSULTANT

AFS Intercultural Programs (March, 2020 - June, 2020)

- Support in strategy development for lead management and sales funnel review on Salesforce
- Design of visual promo materials
- Set up of registration systems and reports for online events

INTERNATIONAL EVENTS PLANNING FELLOW

AFS Intercultural Programs (NYC, May, 2018 - Oct 2019)

- Planning & production of the AFS Global Conference in Budapest and Montréal
- Support project management across multicultural teams
- Development of sponsorship packages
- Responsible for creating weekly reports for different audiences
- Administration of website on Wordpress
- Relationship management with speakers and attendees from 40+ countries
- Set-up of mobile app and registration process on Cvent

MARKETING ANALYST

Biofios Profissional (Rio de Janeiro, May, 2017 - April, 2018)

- Development of holistic marketing strategies: from product and pricing to communication and placement
- Development and management of social media strategy, including community management
- Events coordination
- Creation of briefings for production companies, and advertising agencies
- Project management
- Supervision of two team members

MARKETING ANALYST

NaPraia App (Rio de Janeiro, Jul, 2016 - Jan 2017)

- Lead brand strategy to introduce the platform to the market
- Customer and market research
- Budget control and result analysis
- Support digital media campaigns
- Create keynote presentations for fundraising outreach

STRATEGIC PLANNING INTERN

FCB Brasil (Rio de Janeiro, Mar 2015 - Feb, 2016)

- Consumer market monitoring
- Implementation of customer research, including support in focus groups
- Assist in analysis of qualitative data to uncover underlying psychological motivators and drivers of behavior
- Support final reports with story-driven narratives for the research findings
- Creation of briefings for the creative team

Clients: Petrobras, TIM (CRM, Live TIM, TIM Beta), Sony/Columbia Pictures

SKILLS

- Excel, Word & PowerPoint
- Adobe Photoshop
- Adobe Illustrator
- Facebook Ads
- Project and Event Management
- Keynote
- Wordpress
- G Suite

LANGUAGES

- Fluent English
- Intermediate Spanish
- Native Portuguese

EDUCATION

BA IN SOCIAL COMMUNICATION

Universidade Federal Fluminense, Brazil (2012 - 2016)