

Michele Faria Melo

mifariamelo@gmail.com | +1(813)992-2269 | in/mi-faria-melo | mifariamelo.com

EDUCATION

Bachelor of Science in Marketing

May 2024

Minor: Mass Communications – Advertising

University of South Florida, Tampa, FL

PROFESSIONAL EXPERIENCE

Brand Strategy & Content Marketing Intern, ÊME: Creative Agency, New York & São Paulo (Remote) July 2024 - Present

- Crafted comprehensive brand kits including visual assets, messaging, and positioning for apparel, tourism, skincare, and music sectors, ensuring a cohesive brand identity for our clients across all platforms.
- Conducted trend and market analysis to identify emerging industry patterns and consumer behaviors, leveraging insights to refine content strategies and enhance clients' competitive positioning in saturated markets.
- Combined creative vision with strategic goals to design impactful promotional campaigns and visually engaging social media content, resonating with target audiences to strengthen brand loyalty and elevate perception.

Communications Assistant, Global and National Security Institute, Tampa, FL October 2023 - May 2024

- Produced graphics, and edited podcast video content using Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), creating visually compelling assets that increased brand visibility and audience engagement.
- Managed 2 company-wide events from planning to execution, overseeing logistics and promotional materials to drive engagement and align with GNSI's institutional goals.
- Crafted executive communication materials including speeches and transcripts for GNSI's Executive Director, enhancing messaging and executive presence across platforms.

Content Intern, Jones Agency, Clients: Tinder & John Deere, São Paulo, Brazil July 2023 - August 2023

- Spearheaded 30+ promotional contents with a focus on TikTok, social media trends, and management through Sprinklr, significantly boosting online visibility and engagement for Tinder and John Deere.
- Collaborated with creators to amplify brand visibility and audience reach, ensuring alignment with brand objectives and a consistent tonal voice across digital platforms.
- Analyzed social media metrics (TikTok, Instagram, X, YouTube, Facebook) and campaign performance, leveraging data-driven insights to refine promotional strategies and boost client engagement.

Brand Designer Specialist, Student Government Agency - Bulls Media, Tampa, FL October 2022 - October 2023

- Led graphic design projects, creating impactful designs and marketing strategies that enhanced visibility for 20+ campus organizations, boosting event and initiative promotions.
- Provided specialized graphic design consultations, offering creative solutions for logos, promotional campaigns, and print materials to elevate each organization's unique identity and objectives.
- Streamlined design workflows by implementing standardized design templates and guidelines, improving efficiency and consistency in branding across campus organizations' promotional materials.

Creative Design Intern, HURB, Rio de Janeiro, Brazil May 2022 - August 2022

- Designed and implemented 5 marketing campaigns, including internal communications, brand partnerships, and promotions, utilizing Adobe Creative Suite and VR technology to elevate HURB's brand presence.
- Developed a social impact initiative for Favela Rocinha's community, creating visual content and strategic campaigns that drove positive economic change for over 800 residents.
- Assisted senior designers in executing the brand's largest influencer-driven campaign of the year, contributing to copywriting, scriptwriting, creative direction, and studio production to deliver high-quality, impactful content.

LEADERSHIP AND INVOLVEMENT

Event & Initiatives Specialist, BRASA Connect Conference, Tampa, FL October 2022 - May 2024

- Conceptualized panels and case studies for NASA, Netflix, Disney, and others, collaborating with cross-functional teams to engage Portuguese-speaking students from 20 universities in Florida's largest Brazilian student-led conference.
- Implemented a detailed outreach plan with strong follow-up, significantly improving relationships and boosting satisfaction for 26 speakers and over 250+ participants.

Marketing Director, Brazilian Student Association at USF, Tampa, FL May 2022 - May 2023

- Led a team of 3 analysts to execute over 200 targeted social media campaigns, reaching 34.7K accounts and fostering a community of 400+ members; achieved 400K+ impressions, a 33.3% follower increase, a 133% growth in membership, and raised over \$24,000.
- Designed and conducted a Marketing Course for 30+ participants, covering branding, communication tools, and content strategy, achieving a 90% success rate.

SKILLS

- **Languages:** Portuguese (Native), English (Fluent), Spanish (Proficient), German (Intermediate - B1)
- **Technical:** Microsoft Office, Google Workspace, Adobe Creative Suite, Canva, Tableau, ChatGPT, Omni CMS, Sprinklr & Wix