

Curriculum Vitae

Bruna Boege Pickler

Master in Communication and New Media (UM 2018)

Graduation honours: Very Good

Nationality: Brazilian / German Ethnicity
Birth: 17/06/1990

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Education

Master of Arts (M.A.) in Communication and New Media Studies

University of Macao

Dates attended: 2016 – 2018

Courses breakdown: Theories of Mass Communication | Research Methods of Mass Communication | New Media and Communication Studies | International and Intercultural Communication | Special Topics on Public Relations | Communication and Social Change | Special Topics on Communication Research | Thesis Research and Writing | Academic Thesis

Bachelor (B.A.) in Social Communication and Advertising

Regional University of Blumenau (Brazil)

Dates attended: 2008 – 2012

Work Experience

Marketing, Design and Communications

Company name: **Ipsis Verbis Communication**

Website: <https://ipsis-verbis.com/en>

Dates Employed: Jun 2018 – Oct 2019

Location: Macao, China

Job and company description:

Portuguese company based in Macao islands. Intercultural agency in support to new businesses from Europe. I was in charge of communications and responsible for the daily design and review of several pages for Macao Magazine (Portuguese version). Although the final approval was done by the central government body, I was in charge of the whole creative design process (from edition number 63 until 70).

Software used was Adobe InDesign on Mac computers.

Teaching Assistant

Company Name: **University of Macau (Federal Institution)**

Website: <https://www.um.edu.mo> and <https://cmlab.fss.umac.mo/>

Dates Employed: Sep 2016 – Dec 2017

Location: Macao, China

Job and company description:

Teaching Assistant for: Professor Benjamin Hodges and Professor Peng Lei.

Creation of online branding and website for the Faculty of Social Sciences' creative laboratory (communication department): <https://cmlab.fss.umac.mo/>

Assistance to University professors during 3 semesters, totalizing special supervision to approx 150 bachelors in communication. Courses assisted: Journalism, Pop Culture Asia, Introduction to Video.

Export Manager

Company Name: **Sunray Wallcoverings**

Website: <https://www.sunraywall.com>

Dates Employed: Nov 2013 – Aug 2016

Location: Hong Kong and China

Job and company description:

A wallpaper company based in Hong Kong with export office in China. I was responsible for following up overseas contracts. Traveling abroad to prospect new customers and follow up new trends in wallpaper fashion. Arrangement and coordination of business trips. Art director for new collections supporting materials such as sample books covers, litho as well as brochures, magazines and others.

As we had an international team, I also assisted the CEO and other business partners to communicate when abroad.

Graphic Designer

Company Name: **Guia Fácil Yellow Pages**

Website: <https://www.guiafacilcomunicacao.com/>

Dates Employed: Feb 2011 – Apr 2013

Location: Blumenau Area, Brazil

Job and company description:

Creative work and final art. Pagemaking.

Final Art

Company Name: **Mundi Editora**

Website: <https://issuu.com/mundied>

Dates Employed: Aug 2009 – Jan 2011

Location: Blumenau Area, Brazil

Job and company description:

Responsible for the graphic art. From mock-up to final art. Social media.

Management

Company Name: **Dental Prev**

Website: <https://www.dentalprev.com.br>

Dates Employed: Jan 2008 – Aug 2009

Location: Blumenau Area, Brazil

Job and company description:

Responsible for measuring client satisfaction and reporting back to the doctors. Also in charge of overseeing the company's control of income and expenses.

Accomplishments

Native Languages

- | | |
|------------------------|-----------------------------|
| 1. English (native) | 4. Spanish (fluent) |
| 2. Portuguese (native) | 5. German (basic knowledge) |
| 3. Mandarin (fluent) | |

Honors & Awards

1. Macau Model EU 2017
2. Innovative *Collection* and Featured Enterprise for JW FRESH 2015

Publications / Dissertations:

1. Narrative, Gender and Ideology in Video Games
2. A estrutura narrativa em jogos eletrônicos : estudo de caso do game Assassin's creed revelations

Licenses & Certifications

- **Valid multi-entry US Visa (B1 – Business & B2 – Tourism)**
Visa ready and valid for 10 years (from 2019 to 2029) multi-entry, if needed to negotiate contracts in the US territory.
- **Valid multi-entry Chinese Visa (L - Tourism)**
Visa valid until 2023, if required to accompany non-commercial activities.
- **International Driving Permit (IDP /PID)**
Issuing authority: DETRAN | Expiry: 01/02/2021
- **UN-HABITAT Regional Office for Latin America & the Caribbean**
Certificate of Appreciation in recognition of your contribution as an online volunteer to the cause of international peace and development
*Issuing authority UN-HABITAT Regional Office for Latin America & the Caribbean
// Credential Identifier: Credential ID 1061122/60416*

Volunteer Experience

AIESEC in Joinville, Brazil

Volunteer Global Worker - Global Talents

In-House Volunteer Advertising Agency at University of Blumenau (FURB)

Creation Volunteer | Dates volunteered: Jan 2008 – Jul 2008

Others:

- ***This person is multimedia.***
- Wrote about politics for Macao Magazine and has a keen orientation for international (EU) strategy and politics since masters' degree studies 2016-2018.
- Attendance to (FIA F3) Macao Grand Prix 2018 as *broadcasting media* and *sports journalist* for CriaMacao.com, and to (FIA F2 and F3) Monza Grand Prix 2019 as *sports journalist and photographer* for CriaMacao.com. All contents are made available for free on the website (www.criamacau.com).
- Bruna Pickler played one of the leading roles at the original theater play "The Three Ladies of Macao", 2017. Media content for this event is copyrighted by University of Macao, and can be made available upon prior request.

- Experience with the development of projects for decoration & fashion industry. Representative of Hong Kong-Chinese company Sunray Wallcoverings in exhibitions in **Dubai** (Big5), **Moscou** (MosBuild), **Frankfurt** (Heimtex), **Brussels** (INDIGO & MOOD Design Expo), **Shanghai & Beijing** (Wallpaper, Decorative Textile & Home Soft Decoration Expo) and **Shenzhen** (Home Furnishing Expo).
- Special participation in the development of the British brand **JW Herbert** for Hong Kong-Chinese brand Sunray Wallcoverings.
- Together with Sunray brand, we achieved a highlight at Shenzhen International Home Soft Exhibition 2015 being awarded "Innovative Collection and Featured Enterprise" by the textile association for JW Herbert brand: Fresh collection.
- Bruna Pickler completed the courses of Brazilian Constitutional and Administrative Law.
- Golden Medal (team) at University of Macau Archery Association Competition 2018.
- Certified Professional Archer by United States Archery Association, Instructor Level 1.

Tools & Technologies

InDesign | Adobe Photoshop | Corel Draw | Adobe Premiere | Wordpress | Broadcasting Systems (operational skill) | Microsoft Office | Linux | Media and Media Research | Social Media (Facebook, Facebook Pages, Facebook Ads, Instagram, Snapchat, Wechat, Youtube, Pinterest, LinkedIn, Twitter, others) | Google Analytics | Content production / creation for internet | Others...

Personal Attributes

Research and Development | Team player | Upfront | Analytical eye | Fast Learner | Design and Color | Great language and communicative ability | Quick thinker | Easily adaptive to new working environment | Non-smoker | Creative thinker | Media strategy | Planning and execution | Vast experience with international event planning and on field hands-on work | Can multi-task or single task according to the specific job requirement | Experience brokering professional athletes on a global level | Others...

LIVE Portfolio: <https://brunetbp.wixsite.com/brunapickler/>