

Bruna Boege Pickler

Master in Communication and New Media (UM 2018)

Graduation honors: Very Good

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Education

Master of Arts (M.A.) in Communication and New Media (GPA 4.25 out of 5)

University of Macao, China

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 (GPA 4.01 out of 5)

Regional University of Blumenau, Brazil

Dates attended: 2008 – 2012

Diploma in Using Python for Data Science (88%)

CPD Accreditation via Alison Courses

Issued: December 2023

Online Platform Cert No: 4013-4745093

Data Science: Machine Learning (Audit, ungraded)

Online course via HarvardX • PH125.8x

Completed: December 2023

Introduction to Developmental Research (88%)

CPD Accreditation via Alison Courses

Issued: October 2023

Online Platform Cert No: 2958-4745093

Publications and Dissertations

Book: Pickler, B. (2023). Narrative, Genre and Ideology in Video Games. Editora Dialética. (ISBN: 978-65-252-9982-2) <https://doi.org/10.48021/978-65-252-9982-2>

Work Experience

Communications Coordinator | Company name: **Mentoria Inclusiva**

www.mentoriainclusivacacd.com

Mar 2024 – Ago 2024 | Brasília, DF - Brazil (remote)

- Remote coordination of the communications team, social media management, website creation and management, special projects.

Main skills and tools: *Team Lead* | *Communication* | *Media Strategy*

Senior Marketing Analyst

Company name: **Altona Steel Foundry and Machining** (publicly traded company)

www.altona.com.br

May 2022 – September 2023 | Blumenau, SC - Brazil

- In charge of overseeing marketing budget accomplishment and hiring third parties.
 - national and international advertising campaigns and strategies;
 - global trade fair exhibition design and execution;
 - total budget managed: US\$ 600,000.
- Several upgrades to the department (which was left unserved during the pandemic).
- Creation of a new artistic *key visual*, social media presence and website.
- Leadership role granted by the major investor in 2023.
- Contract review and signing.
- Market intelligence research and marketing yearly plan.
- Data compilation and analysis with presentations to the board of directors.
 - Regions served: Latin America, Europe and the USA.

Main skills and tools: *Creation of KPIs | Risk Analysis | SWOT Analysis | Problem Solving | Agile, Scrum and Lean Six Sigma Methodologies | Mail Marketing Software | Landing Pages | Statistical Analysis | Media Research | Market Research | Adobe InDesign | Adobe Photoshop | HTML Website Creation Coordination | Microsoft Office | Global Market Research | Social Media management | Google Analytics | Content creation*

Senior International Marketing Analyst

Company name: **Skymssen Metalúrgica** (steel equipment)

www.skymssen.com

Oct 2020 – Apr 2022 | Brusque, SC - Brazil

- Implementation of marketing operations for the international department.
- Responsible for the support of overseas clients.
- Design of international marketing strategies for the company branches.
 - Regions served: Latin America, Europe and the USA (Skyfood Equipment).

Main skills and tools: *Mail Marketing Software and Statistical Analysis | Adobe InDesign | Adobe Photoshop | Adobe Premiere | WordPress | HTML Website Creation | Microsoft Office | Global Market Research | Social Media management | Google Analytics | Content creation*

Marketing, Design and Communications Manager

Company name: **Ipsis Verbis Communication**

www.instagram.com/ipsisverbiscomm

Jun 2018 – Oct 2019 | Macao, China

- In charge of communications and daily design and review of Macao Magazine (Portuguese version).
- The final approval was done by the central government body.
- In charge of the creative design process (from edition number 63 until 70).

Main skills and tools: *Mac Computers | Adobe InDesign | Adobe Photoshop | WordPress | Microsoft Office | Social media management | Google Analytics | Content creation*

Teaching Assistant | Company name: **University of Macau** (Federal Institution)

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

Sep 2016 – Dec 2017 | Macao, China

- Assistance to professors Benjamin Hodges and Peng Lei during 3 semesters.
- Shared supervision to approx 150 bachelors in communication.
 - Courses assisted: Journalism, Pop Culture Asia, Introduction to **Video**.
- Creation of online branding and website for the Faculty of Social Sciences' creative laboratory (communication department): <https://cmlab.fss.umac.mo>

Main skills and tools: *Broadcasting Systems (operational skill) | 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 | WordPress | Microsoft Office | Adobe Premiere | DaVinci Resolve | Final Cut*

Export Manager | Company name: **Sunray Wallcoverings**

www.sunraywall.com

Nov 2013 – Aug 2016 | Hong Kong and China

- Follow up on overseas contracts and new trends in wallpaper fashion.
- Travel abroad to prospect new customers.
 - Regions served: Europe, Asia and Latin America.
- Arrangement and coordination of business trips.
- Special participation in the development of the British brand **JW Herbert**.
- Art direction for sample book covers, lithos, brochures, magazines and others.
- Assist the CEO and other business partners to communicate when abroad.

Main skills and tools: *Microsoft Excel | Microsoft Office | Adobe InDesign | Adobe Photoshop | Corel Draw | Social Media (Facebook Pages, LinkedIn)*

Graphic Designer | Company name: **Guia Fácil Yellow Pages**

www.guiafacilcomunicacao.com

Feb 2011 – Apr 2013 | Blumenau, SC - Brazil

- Creative work, final art and pagemaking.

Main skills and tools: *Adobe InDesign | Adobe Photoshop | Corel Draw | Microsoft Office*

Final Art | Company name: **Mundi Editora**

issuu.com/mundied

Aug 2009 – Jan 2011 | Blumenau, SC - Brazil

- Graphic art. From mock-up to printer. Social media.

Main skills and tools: *Adobe InDesign | Adobe Photoshop | Corel Draw | WordPress | Social Media (Facebook, Facebook Pages, Twitter, others) | Google Analytics | Content creation*

Administrative Manager | Company name: **Dental Prev**

www.dentalprev.com.br

Jan 2008 – Aug 2009 | Blumenau, SC - Brazil

- Measuring client satisfaction.
- Control of budget: income and expenses.

Main skills and tools: *Microsoft Office | Microsoft Excel | ProDent Software*

Languages

1. Cambridge English C1 - Score 190

2. Portuguese (native)

3. Mandarin (fluent)

4. Spanish (intermediary)

5. French (beginner)

6. German (basic knowledge)

Honors and Awards

- Participation in **Macau Model EU 2017** (a simulation of EU Consilium).
- Company prize: **Innovative Collection and Featured Enterprise 2015** for JW FRESH Wallpaper Collection.
- Company prize: **Green Smart Label** at HOST Milano 2021 for Potato Peeler.
- Certificate of appreciation in recognition of your **contribution** as an online volunteer **to the cause of international peace and development** (SDG 16).

Issuing authority UN-HABITAT Regional Office for Latin America & the Caribbean // Credential Identifier: Credential ID 1061122/60416

Others

- This person is multimedia/polymath.
- Experience as an artificial intelligence trainer (Platforms: Remotask and Outlier)
- Played one of the leading roles in the original theater play "The Three Ladies of Macao", 2017. Media content is copyrighted by the University of Macao.
- Representative for factories in cities and exhibitions, respectively: **Berlin** (Innotrans), **São Paulo** (FENAF), **Florianópolis** (SC EXPO DEFENSE), **Milan** (HOST), **Dubai** (Big5), **Moscow** (MosBuild), **Frankfurt** (Heimtex), **Brussels** (INDIGO & MOOD Design Expo), **Shanghai & Beijing** (Wallpaper, Decorative Textile & Home Soft Decoration Expo), **Shenzhen** (Home Furnishing Expo), **GuangZhou** (Canton Fair).
- Golden Medal (team) at University of Macau Archery Association Competition 2018.
- At 2020 indoor competition Archery Cup of The Americas, ranked 11th best recurve female archer on Brazil national level and ranked 97th on international level.
- Ranked 20th and 17th best Brazilian recurve female archer in 2021 and 2022, respectively in the Olympic 70 meters category.
- Certified Professional Archer by United States Archery Association, Instructor Level 1.
- Completed courses on diplomacy subjects: International Politics and Law, Brazilian Foreign Policy and World History, Economy, Geography and Public Accounting.