

# HELOISA TURNER VIANNA ANTUNES DE OLIVEIRA

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## skills

- Organization
- Attention to Detail
- Creative Problem Solving
- Teamwork
- Social Media
- Public Speaking
- Video Editing
- Graphic Design

## software

- InDesign
- Photoshop
- Illustrator
- Canva

## languages

Portuguese - Native  
English - Fluent  
French - Elementary  
Spanish - Elementary

## classwork

Typography 1 and 2, Graphic Design 1 and 2, Introduction to Marketing, Global and Intercultural Communication, Visual Communication, Public Speaking, Fundamentals of 4D, Marketing Management.

## interests

Ballet, Skiing, Indoor Cycling, Cooking and Baking, Traveling, WW2 History.

## honors

Dean's List for Academic Excellence - Fall '21, Spring '22, Fall '22

Distinguished Scholar Award issued by Northeastern's Communication Studies Department - April '22

## education

### Northeastern University

Boston, MA | Expected 2025  
Bachelor of Arts in Communication Studies and Graphic and Information Design with a Minor in Marketing.  
GPA 3.96

### Wharton School, UPenn

Online | Feb. - May 2021  
Introduction to Marketing Online Course provided by Coursera.

### Avenues: The World School

São Paulo, Brazil | Aug. 2018 - Jun. 2021  
Graduated High School with both Brazilian and American Diplomas.  
Activities: Social Engagement Club, Mental Health Support Project.

### ESPM School of Advertising & Marketing

São Paulo, Brazil | Sep. - Nov. 2020  
International Business course at #2 university for advertising & marketing in Brazil.

## experience

### Northeastern University Marketing Association | Boston, MA

*General Member*

September 2022 - Present

Attend meetings, participate in panels and discussions, take advantage of the resources available to members. Gained helpful Marketing knowledge and networking skills.

### Brazilian Student Association (BRASA) at Northeastern | Boston, MA

*Marketing and Communications Director*

August 2022 - Present

Create all digital media used to promote any events held by the organization. Manage all social media pages (+40% content interactions on Instagram). Contribute to discussion and provide helpful suggestions as a board member. Mentor and assist associates and incoming members.

*Senior Marketing Associate*

February - July 2022

Manage the organization's Instagram account (@brasanortheastern) and post all digital media. Participate in events and contribute to discussions.

### Model United Nations | São Paulo, Brazil

*Delegate*

2018 - 2020

Represented different countries in UN conference simulations. Learned to advocate on behalf of an organization. Gained public speaking, research, and collaboration skills.

## volunteer

### Head of Marketing of 'Pracinha' (Public Green Space) Renovation Project | São Paulo, Brazil | 2019-2021

### Head of Communication and Social Media of 'Jd. Panorama' COVID-19 Support Project for 720 Families in Low-income Neighborhoods | São Paulo, Brazil | 2020

### Co-Founder of Mental Health Peer Support Project at Avenues São Paulo | São Paulo, Brazil | 2019-2020

### Documentary Producer at 'Brumadinho' Project. Emotional restoration for kids through art following a dam's collapse & mudslide | São Paulo, Brazil | 2020