

Objective:	To secure a planning and management position in which I can put to use my professionally acquired skills in inventory control and data analysis along with my degrees in media and communications.	
Languages:	Fluent English & Portuguese, Proficient French & Italian, Competent Spanish	
Education:	<p>The New School for Public Engagement MA in Media Studies, certificate in Media Management Cumulative GPA: 3.97/4.00; Departmental Scholarship Thesis: <i>Media and Sports Spectacle: TV Coverage of Rugby in the U.S.A.</i></p> <p>Georgetown University, Georgetown College BA in Linguistics and Portuguese, minor in Italian Cumulative GPA: 3.78/4.00, <i>magna cum laude</i>, member of Phi Lambda Beta</p>	<p>New York, NY Aug. '11—May '13</p> <p>Washington, DC Aug. '07—May '11</p>
Work Experience:	<p>AMC Networks – BBC America – Pricing & Inventory Analyst, TV Ad Sales</p> <ul style="list-style-type: none"> • Oversee the distribution of sponsorships, show specific elements and product category • Customize reports to track channel liability and maximize inventory revenue streams • Work with Sales, Traffic, and Programming teams to execute and approve on-air ads • Collaborate with systems support staff to troubleshoot issues and improve usability • Manage a team of 6 planners and assistants to monitor placement of national inventory • Report to P&I VP with weekly inventory sellout reports and recommendations <p>BBC Worldwide Americas – Account Coordinator, TV Ad Sales</p> <ul style="list-style-type: none"> • Maintained daily responsibilities for 20+ advertising accounts including branding and flighting commercial inventory and fielding client requests via their respective agencies • Worked with Marketing, Inventory and Traffic teams to deliver advertising campaigns and maximize their efficiency and reach. <p>NBC Universal Archives – Marketing Assistant/Intern</p> <ul style="list-style-type: none"> • Marketed the newly unified platform through Google Ads and SEO tactics • Helped with the research and creation of promotional items like Magicubes <p>NPR – National Public Radio – Communications Assistant/Intern</p> <ul style="list-style-type: none"> • Worked with colleagues to create and execute corporate strategic plans • Acted as Communications Director for the production <i>Intern Edition</i> <p>National Geographic Television Translations – Translations Intern</p> <ul style="list-style-type: none"> • Reviewed translated Portuguese TV scripts from the Brazil Channel in São Paulo • Checked for factual and meaningful errors under tight deadlines 	<p>New York, NY Mar. '14—present</p> <p>New York, NY Oct. '13—Mar. '14</p> <p>New York, NY Sept. '11—Dec. '11</p> <p>Washington, DC Jan. '11—May '11</p> <p>Washington, DC Sept. '09—Dec. '09</p>
Leadership Experience:	<p>New York Rugby Club, Inc. – High School Program – Vice President, Coach</p> <ul style="list-style-type: none"> • Coordinated overall activities of the program including communications, donor relations, fundraising, finances, club engagement, scheduling and coaching • Supervised a staff of 4 coaches and admin in their roles helping 50+ high school players • Assisted in club communication efforts through website and social media updates <p>Play Rugby USA, Inc. – Youth Development Mentor, Junior Academy Manager</p> <ul style="list-style-type: none"> • Led youth in flag-rugby activities in after-school programs across 4 boroughs • Managed logistics and parent communications in the Junior Tackle Rugby Academy <p>Georgetown Women's Rugby Club – Player, President, Captain</p> <ul style="list-style-type: none"> • Organized fundraisers, recruited new players, and updated the team website • Worked with other officers to manage a student-run team, on and off the field 	<p>New York, NY Sept. '12—Feb. '15</p> <p>New York, NY Jan. '12—Oct. '13</p> <p>Washington, DC Aug. '07—May '11</p>
Skills:	<p>SQL & Advanced Excel – Pivot Tables, V/HLookups, SUMIF, queries, etc. MS Office – Excel, PowerPoint, Word & Google Apps – Cal, Docs, Gmail, Sheets Social Media – Facebook, LinkedIn, Twitter, WordPress & Basic Design – Final Cut, HTML</p>	