

SOFIA DE CASTRO HELOU

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Dynamic and detail-oriented Integrated Marketing professional with a background in marketing and advertising, dedicated to crafting diverse campaigns and advertising materials. Demonstrated proficiency in copywriting, market research, client relations, and proofreading, coupled with a talent for persuasion. Excel in fast-paced, team-oriented settings, underlined by great teamwork and communication skills. Eager to advance my career in advertising as a Copywriter, fueled by a passion for writing, and committed to contributing to the success of adam&eveDDB through innovative ideas and creative excellence.

Skills, Strengths, & Areas of Expertise

- ❖ Integrated Communications
- ❖ Strong Computer Knowledge
- ❖ Strong Writing Skills & Vivid imagination
- ❖ Proficient in English, Spanish, French, & Portuguese
- ❖ Sales & Marketing Background
- ❖ Marketing Strategy & Media Marketing
- ❖ Business Administration & Copywriting
- ❖ Works Well Under Pressure & Inquisitive
- ❖ Organizational Skills & Creativity
- ❖ Ability to Collaborate & Meet Deadlines
- ❖ Detail - Oriented
- ❖ Time Management Skills
- ❖ Communications Skills
- ❖ Commitment to Accuracy
- ❖ Problem-Solving & Agile

Education

- NEW YORK UNIVERSITY** ~ New York, NY 2024
Master of Science in Integrated Marketing
- ESCOLA SUPERIOR DE PROPAGANDA E MARKETING** ~ São Paulo, Brazil 2022
Bachelor of Arts in Advertising & Social Communication

Professional Experience

MEDIA DISCO ~ New York, NY 2023 – 2023
Marketing Intern

- ❖ Boosted Media Disco's LinkedIn presence by crafting and implementing a strategic content plan, resulting in increased follower interaction and growth within three months.
- ❖ Brainstormed ideas and concepts for a bi-weekly newsletter on various popular culture trends to enhance reader engagement and attract more subscribers.
- ❖ Conducted detailed research to find suitable strategic partners, helping the company expand its network and build important business connections.
- ❖ Used analytical skills to track and report social media performance metrics (KPIs), guiding adjustments to marketing strategies that boosted content reach and engagement.
- ❖ Proofread and edited LinkedIn posts to ensure accuracy in spelling and grammar before publishing.

UBS GROUP AG ~ São Paulo, Brazil 2021 – 2021
Communications & Branding Intern

- ❖ Contributed to the development and implementation of several campaigns at once, crafting original catchphrases, slogans, messages, and straplines, and actively making changes to them in response to feedback.
- ❖ Managed a campaign from the production stage to completion, aiming to incentivize and inspire women to pursue careers in finance.
- ❖ Assisted in casting participants for a finance-focused campaign highlighting women's roles.
- ❖ Collaborated closely with the Creative Director to develop a compelling social media campaign to promote UBS's F1 Sponsorship in Brazil.
- ❖ Acted as a liaison between the team and external partners such as a PR firm, designers, and typographers during the development of advertising campaigns aimed at promoting UBS's leadership in ESG.
- ❖ Oversaw the LinkedIn profiles of senior leaders, writing clear, persuasive, and original copy to enhance their personal branding and elevate the company's professional image online.
- ❖ Executed an integrated communications plan, resulting in a 6% increase in audience engagement and a 20% expansion in followers across diverse social media platforms.
- ❖ Took charge of crafting press releases, scripts, social media posts, and event posters and brochures.
- ❖ Planned the organization and execution of employee well-being events, promoting mental health awareness and inclusion, improving staff morale for more than one hundred employees.

STEFANINI IT SOLUTIONS ~ São Paulo, Brazil 2021 – 2021
Sales & Business Development Intern

- ❖ Aided in sales prospecting and lead generation, contributing to the acquisition of two new client businesses.
- ❖ Assisted the account management team in devising creative solutions, frequently submitting ideas and crafting PowerPoint presentations to clients.
- ❖ Scheduled client meetings, organized Excel spreadsheets and related materials, managed workflows, and updated timelines as part of the sales team.
- ❖ Supported the marketing team by delivering competitive and industry trend analytics, while also contributing actionable concepts and ideas.
- ❖ Enhanced client growth and relationship management through effective business communication and follow-up, improving client satisfaction and a 15% increase in client retention.

Additional Experience

ESPM - EXPERIMENTAL ADVERTISING AGENCY ~ São Paulo, Brazil 2018 – 2019
Market Research Analyst, Advertising Sales Representative, Copywriter, & Media Research Analyst

Technical Proficiencies

- ❖ Microsoft Suite (MS Word, MS Project, MS Excel, and MS PowerPoint) ❖ Facebook and LinkedIn Ads ❖ Nielsen ❖