

MARIANA FIGUEIREDO

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EDUCATION

UNIVERSITY OF GEORGIA

Athens, Georgia

Double Major: Psychology – Neuroscience; Entertainment and Media Studies

- 3.9/4.0 GPA
- Magna Cum Laude

EXPERIENCE

Radar Pop, Radio Brazil Atlanta

Marietta, Georgia

Show Host & Content Producer

September 2024-Present

- Developed and executed content strategy for “Radar Pop,” a weekly entertainment segment on platform reaching 3M+ monthly listeners.
- Increased audience engagement by creating dynamic video segments, optimizing SEO strategies, and leveraging analytics for content refinement.
- Created the brand identity and designed the logo, contributing to a 4k+ reach within 48 hours on a single post.

JETSET Pilates

Alpharetta, Georgia

Studio Lead

October 2024-March 2025

- Spearheaded membership growth from 0 to 160+ within months of grand opening through CRM tools, email and text marketing, and strategic lead generation.
- Established partnerships with local fitness clubs and represented the brand at expos, strengthening market presence.
- Designed and implemented workflow systems, improving team communication and efficiency.
- Delivered exceptional client service, driving high retention rates and fostering strong relationships.

EVOLVE ENERGY TRIBE

Atlanta, Georgia

Content Creator

August 2022-December 2024

- Increased client conversion rates by designing engaging social media infographics and multimedia campaigns.
- Produced and edited short-form video content to optimize reach on Instagram.
- Analyzed campaign performance using data insights to maximize ROI.

BRAZILIAN STUDENT ASSOCIATION

Athens, Georgia

Director of Social Media

August 2022-January 2024

- Grew membership from 0 to 200+ through innovative digital marketing strategies.
- Negotiated partnerships with local businesses, securing collaborations, increasing engagement and event attendance.
- Crafted targeted social media campaigns to foster a sense of community and maximize audience reach.

PROJECTS/SKILLS

Director & Screenwriter, “Unfiltered” (5 min.)

January 2023-May 2023

- Directed a 10-person team, managing pre-to-post production, ensuring efficient and high-quality output.
- Orchestrated casting calls both in-person and virtually, facilitating a professional audition process for 20+ actors.
- Achieved international exposure with screenings at the American Center in Jerusalem and the Atlanta Metropolitan Short Film Festival.

Co-Screenwriter, “Players” (1-hour, 8-episode)

August 2023-December 2023

- Received 2nd Place in Screenplay for Original TV Pilot in the 2024 BEA Festival of Media Arts, a national competition with over 1,900 entries; recognized for exceptional storytelling and screenwriting.
- Showcased advanced communication and presentation expertise by delivering a standout pitch in a competitive environment.

Languages: Portuguese – Native
English – Native