

# GABRIEL HOMEM

## STRATEGIST

### SUMMARY

Current Graduate student at FIU's joint program with Miami Ad School, pursuing a Master's degree in Global Strategic Communications: Creative Track.

### SKILLS

- Microsoft Office proficiency.
- Creative Strategy.
- Data analysis.
- Strategic planning
- Bilingual: Portuguese and English.

### CONTACT

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Boca Raton, FL

### EXPERIENCE

#### Founders Agency | Strategy Intern

2022 - Current

- Brand Positioning and communication strategy.
- Worked with the creative team to develop new creative ideas and pitch decks for existing and potential clients.
- Research and insight analysis to lead creative concepts and new campaigns.
- Worked with brands such as Garden Remedies, Logic (Cayman Islands), Big Bus Company, and Hornitos.

#### 011 Global | Marketing Assitant

2020

- Plan and create a marketing strategy for the Brazilian/USA Market on platforms such as Facebook Ad Manager, Google Ads, Remarkety email.
- Analyze data to improve marketing campaigns.
- B2B sales, customer service, and social media Copywriting (Facebook, Instagram, Email).
- Improved the company's influencer partnership from 5 to 27.

#### TBI Segurança | Marketing Intern

2018

- Responsible for communicating with advertising agency hired by TBI Segurança.
- Help coordinate small and large events.
- Responsible for maintaining social media activity, such as the creation of blogs, interacting with potential customers, and managing Facebook ads.

### EDUCATION

#### FIU – Miami Ad School

- *Master's Degree in Global Strategic Communications: Creative Track.*  
(Expected Graduation: May 2022)

#### Anderson university

- *Major in Business Administration with emphasis on Marketing and International Business. (2019)*

### CERTIFICATES / AWARDS

- Google Analytics Beginner certification.
- American Advertising Federation Scholarship
- Ratcliff Art + Design Incubator Program