

# ARIADNE NASCIMENTO

## EVENTS AND PUBLIC RELATIONS

### SKILLS

Apple OS X  
CisionPoint  
Google Suite  
Microsoft Office  
InDesign

### CERTIFICATES

Emotional Intelligence  
Global Citizenship  
Leadership  
Research Ethics

### LANGUAGES

Portugues: Native  
English: Fluent  
Spanish: Conversational

### MEMBERSHIPS

CPRS  
IABC

### KEEP IN TOUCH

✉ ariadnesn@gmail.com

in Ariadne (Ari) Nascimento

☎ +1.416.856.3833

### PROFILE

I am a versatile communications professional with intercultural marketing experience in Brazil and Canada. My background stems from international education advising to sales and promotion. I am attentive, adaptable and organized with a strong work ethic.

### EDUCATION

**Public Relations Postgraduate Certificate** 2017  
Humber College, Canada

**Bachelor of Social Communications** 2008  
Major in Advertising and Marketing  
University Paulista, Brazil

### PROFESSIONAL DEVELOPMENT

**Freelance Event Assistant (Canada)** 2013 - 2017

Clients: On Target Events, Mandala Group, Recruit in Canada, Smitten Creative, Quest Language Studies and International Consultants for Education and Fairs.

- Assisted in the logistics of fundraisers, 200-guest consumer events, student expos with 115+ international exhibitors and investment shows with diplomatic missions.
- Assigned as a recurrent staff during the Study and Go Abroad fairs, acting as a brand ambassador and representing the company at YorkFest.
- Developed my customer service skills as a sales associate (Mendocino) and a senior server (Copacabana), keeping a tactful and positive attitude in high-pressure situations.

**International Education and Visa Counsellor (Brazil)** 2007 - 2009  
Go Tour and Canadian Education Centre Network

- Managed customer relationships, global sponsorships and collaborated with advertising agencies to create promotional materials on time and on budget.
- Facilitated over 100 visa applications per month for the Canadian consulate, hosted weekly orientations and translated institutions' brochures from English to Portuguese.
- Participated and/or organized educational fairs, corporate visit plans and workshops.

### COMMUNITY INVOLVEMENT: SPECIAL EVENTS

Brazil-Canada Chamber of  
Commerce (2015-2017)  
IABC Ovation Awards (2017)  
Terroir Symposium  
Peacebuilders Fundraiser  
Canadian Club of Toronto  
Indie Week Inc.

TiE Toronto  
Second Harvest (2016, 2017)  
WWF  
Pink Pearl Fundraiser  
Dixon Hall Fundraiser (2016)  
Durham Region Pan  
Am/Parapan Games (2015)