

# CLARA RONZA MOTTA MELLO

Washington, DC 20008 • mellocr@gmail.com • +1 (202) 322-6526 • linkedin.com/in/clara-mello/ • melloport.live

## EDUCATION

### UNIVERSITY OF NORTH CAROLINA

Media and Journalism Bachelor of Arts, Honors College, Minors in Data Science and Art History

Chapel Hill, NC

Aug 2021- now

## EXPERIENCE

### LA RESIDENCE

Server/Hostess

Chapel Hill, NC

Sep 2022- Present

- Served customers in a prompt and courteous manner, providing exceptional dining experiences.
- Maintained a clean and organized dining area, handled customer inquiries and complaints, and assisted with cash handling and inventory management

### BRAZILIAN STUDENT ASSOCIATION

Creative Strategist

Chapel Hill, NC

Jul 2022- Present

- Conceptualizes and designs visually engaging Instagram and LinkedIn posts, and coordinates with board members to obtain necessary approvals and ensures timely posting with thought-provoking captions
- Designs exclusive merchandise for club members
- Collaborates with marketing strategist to plan, advertise, and flawlessly execute events, while keeping a keen eye on marketing goals

### DAILY TAR HEEL

Audience Engagement

Chapel Hill, NC

Feb 2023- Mar 2023

- Cultivated a vibrant social media presence by producing engaging content across multiple digital channels, including Twitter, Facebook, Instagram and TikTok
- Continuously adapted to the latest trends in social media and digital marketing, to optimize audience reach and engagement

### FREELANCE

Illustrator/ Graphic Designer

Washington, DC

Dec 2019- Aug 2021

- Utilized Adobe Illustrator, Photoshop and Procreate to design logos, posters and art pieces for various initiatives
- Communicated effectively with collaborators to ensure their vision was fully realized
- Worked as an illustrator for International Dateline, a student-run publication

### SQUADS ABROAD

Volunteer

Azrou, Morocco

Dec 2019- Aug 2021

- Facilitated technology and language skill improvement in English and French for elementary school children
- Developed and implemented educational activities focused on hygiene and communication skills  
Reduced development costs by 25 percent by creating a plan to merge related products into one, more streamlined product.

## SKILLS

- Proficient in Creative Suite (Illustrator, Photoshop, XD, Premiere Pro, Acrobat) Microsoft Office (PowerPoint, Word), Procreate. SPSS, HTML/CSS and WordPress
- Fluent in English, Portuguese and Spanish

*\*see portfolio for work samples*