

Celia Sampaio

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Portfolio: www.celiasampaio.com

EDUCATION

The University of Texas at Austin, Moody College of Communication, Austin, TX

May 2023

Bachelor of Journalism, GPA: 3.6

- Minor in Media and Entertainment Industries

EXPERIENCE

Texas Tasty, Austin, TX

May 2022 – August 2022

Multimedia Intern

- Conducted in-depth research and wrote biweekly lifestyle stories on local food, culture, and travel which included staying up to date on the latest trends and developments in the industry.
- Managed Texas Tasty's Pinterest account and tracked audience engagement and analytics by gaining a deeper understanding of how to optimize content for different platforms.
- Designed and scheduled engaging social media posts 5 times a week to grow audiences and increase traffic to Texas Tasty articles.
- Received regular feedback from supervisor on writing and pitch skills which facilitated improvement and refinement of these abilities throughout the course of the internship.

Private Family, Austin, TX

May 2021 – September 2021

Nanny

- Worked as a caregiver for three children ages 6-11 and transported them to and from planned daily activities including swimming, crafting, and museum visits.
- Helped the children improve their swimming skills through consistent practice and working individually to identify their strengths and weaknesses in the water.
- Placed a high priority on nutrition by preparing daily meals and snacks in accordance with dietary restrictions and preferences.

Adytum Salon, Houston, TX

July 2016 – August 2019

Front Desk Receptionist

- Managed the salon's daily operations and ensured that clients received exceptional customer service by maintaining separate schedules for five stylists and booking over 85 appointments monthly.
- Stocked and calculated monthly inventory shipments of 100+ products and input each item into a new online business format to synergize the salon.
- Handled cash and credit card transactions from clients and kept an organized record of all financial transactions while communicating regularly with the salon owner regarding financial matters.

Leading Ladies, Houston, TX

March 2016 – July 2018

Chapter President

- Planned and organized multiple non-profit charity bake sales, benefits, and shows that raised over \$30,000 collectively by working closely with local businesses and community leaders to secure sponsorships and donations.
- Conducted bi-weekly meetings to discuss urgent news and upcoming volunteer and charity events by providing updates on the progress of ongoing projects and encouraging member feedback.
- Handled event expenses and managed a budget of up to \$5000 for each charity event and worked closely with the supervisor to ensure all financial actions were accurately recorded.
- Responsible for leading a chapter of over 100 young women and ensured that our mission of community service was upheld in the organization.

SKILLS

Computer Skills

- Proficient in Adobe Premiere Pro, Adobe Rush, and Adobe Audition
- Advanced in Wix website building

Writing and Media Skills

- Knowledgeable in AP Style writing
- Accomplished in feature story writing
- Experienced in social media management and marketing