

Nina Moreno

Davis, CA | (916) 347-2438 | nina.gmg@gmail.com

PROFILE

Cognitive Science graduate with hands-on experience in audience research, data analysis, content strategy, and cross-functional project execution across the U.S. and Brazil. Combines a strong foundation in human behavior and decision-making with practical communications and technology management skills. Trilingual in Portuguese, English, and Spanish — with a proven ability to build relationships, translate complex findings into clear recommendations, and deliver measurable results in fast-paced, collaborative environments.

EDUCATION

Bachelor of Science, Cognitive Science July 2026
University of California, Davis — College of Letters and Science Davis, CA
• Minor in Communications and Technology Management | Dean's Honor List

International Baccalaureate (IB) Diploma June 2022
Maria Imaculada — Chapel School São Paulo, Brazil

PROFESSIONAL EXPERIENCE

Communications Intern Aug. 2024 – Present
UC Davis Athletics Davis, CA
• Identified an audience engagement gap, independently proposed and launched a live content strategy across 6+ Division I sports programs — driving measurable growth in reach and in-person attendance, and scaling the format department-wide.
• Produced 100+ graphics and videos across multiple channels, using weekly performance analytics to refine content formats and consistently improve audience reach and engagement outcomes.

Editorial & Digital Media Intern Jun. 2025 – Sep. 2025
Correio Popular — Grupo RAC São Paulo, Brazil
• Analyzed audience behavior across 4 digital platforms and developed tailored content strategies, contributing to a 31% increase in weekly reach and a 20%+ lift in engagement rates.
• Produced data-driven insight reports for editorial leadership, translating complex engagement metrics into clear strategic recommendations that directly shaped content and distribution decisions.

Social Media Manager Aug. 2024 – Dec. 2024
UC Davis — Division I Women's Volleyball Davis, CA
• Managed end-to-end campaign strategy and execution, applying audience research and behavioral insights to grow program following 22.7% (5,979 to 7,336) and increase engagement by 45% in six months.
• Produced a comprehensive case study documenting strategy, methodology, and results — adopted as a repeatable growth framework across additional sports programs department-wide.

Student Assistant, Broadcasting Aug. 2023 – Dec. 2023
UC Davis & ESPN+ Davis, CA
• Managed real-time graphics and data delivery during live Division I ESPN+ broadcasts, maintaining accuracy and consistency under high-pressure, deadline-driven conditions across multiple simultaneous events.
• Collaborated cross-functionally with a production team to deliver a consistent, on-brand viewer experience — ensuring zero errors across all live content output.

Summer Intern — Wealth Management Jun. 2023 – Aug. 2023
Galápagos Capital São Paulo, Brazil
• Built a client issue-tracking system from scratch during a digital banking app rollout, improving service response reliability for 200+ clients and reducing resolution time for recurring service gaps.
• Authored and delivered 50+ executive reports synthesizing client data, trends, and project outcomes for senior leadership — enabling faster, more informed decision-making across the team.

SKILLS & LANGUAGES

Skills: Microsoft Office Suite | Google Analytics | HubSpot | AI Tools (Claude, ChatGPT) | Adobe Creative Suite | PDF Nuance

Languages: Portuguese (Native) | English (Native) | Spanish (Native)