

# Maria Cecília Bíssigo

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## EXPERIENCE

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### **Influencer Marketing & Creative Director Intern - Teeva** 10/2025 – Today

- Led influencer marketing operations through detailed multichannel prospecting, identifying and approaching creators across different platforms to build high-fit partnership pipelines.
- Built close relationships with Brazilian creators, nurturing strong ongoing connections that generated brand affinity, smoother negotiations, and consistent partnership opportunities.
- Closed around 250 influencer partnerships per month, aligning creators with campaign goals and supporting strong performance for the brand.
- Managed affiliate operations through TikTok Shop and Shopify, supporting creator activation, partnership organization, and campaign execution.
- Strengthened PR and negotiation efforts with brands such as ELLE Brasil and Charth, while also leading the creative direction of the “Way Too Good” collection and coordinating the shooting for ELLE Brasil.

### **Marketing Team Director - Trilha** 12/2024 – Today

- Developed social media strategies for Trilha, planning engagement actions for Instagram and LinkedIn while building the project’s visual identity and media impact plan.
- Helped achieve over 850,000 views and reach more than 50,000 accounts.

## EDUCATION

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### **Digital Media Communications - UFPB (Universidade Federal da Paraíba)** 2026 - Today

## COURSES & CERTIFICATES

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### **Art Direction: From Concept to Execution - EBAC (British School of Creative Arts & Technology)** 03/2025

### **Editorial Creative Project – Rolling Stone: From Idea to Final Art - EBAC (British School of Creative Arts & Technology)** 04/2025

### **Film and Audiovisual Directing - EBAC (British School of Creative Arts & Technology)** 10/2025

## SKILLS & INTERESTS

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### SKILLS

Communication, Proactivity, Negotiation, Relationship Building, Blender, Copywriting, Figma, Canva, Ibis Illustrator.

### INTERESTS

Books, Fashion, Creative Direction, Audiovisual Production.

## VOLUNTEER

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### **Polling Station Officer - TRE (Regional Electoral Court )** 10/2024

- Assisted voters during the 2024 regional elections, guiding over 300 people from diverse backgrounds and applying strong interpersonal and communication skills.