

Julia Braga Pfeifer Possamai

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EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Marketing <i>Overall GPA: 4.0 Major GPA: 4.0</i>	May 2010
American University, D.C.	Semester Abroad <i>Overall GPA: 4.0</i>	Jan 2008 - May 2008
Instituto Tecnológico de Estudios Superiores de Monterrey, N.L., Mexico	Bachelor of Business Administration, Marketing <i>Overall GPA: 3.85 / 75 hours</i>	Aug 2006 - Dec 2007

EXPERIENCE

Premiere Radio Networks Inc. - New York City, NY <i>Research Analyst Intern</i>	Summer 2009
<ul style="list-style-type: none">• Created research-based marketing presentations for sales teams in the Midwest and Northeast which generated over \$4.5 million in deals• Developed an extensive macro-based Excel database which identified the shifts in audience and reasons for the shift for over 90 networks/programs to be used as an ad sales decision making tool• Analyzed quarterly radio ratings and determined the audience composition of over 90 programs aired in 5,000 stations using RADAR and Excel• Reported station by station analysis of hourly audience growth to assess program performance• Produced listener profiles for over 35 radio shows to be used by the Affiliate Marketing Department• Provided support to a team of four researchers including the Senior Director of Research	
ITESM – Marketing Department - Monterrey, Mexico <i>Assistant to the Dean of Marketing</i>	Spring 2007
<ul style="list-style-type: none">• Conducted primary research of over 30 students attending the office per day and analyzed data on SPSS• Developed Access and Excel databases to present weekly operational reports to the Marketing Dean• Recommended and implemented improvements to better serve students based on results of analyses• Demonstrated the success of implementations through the results of a satisfaction survey	
JXM Event Planning - Monterrey, Mexico <i>Founder and Director of Event Planning</i>	Aug 2006 – Dec 2007
<ul style="list-style-type: none">• Organized a fashion runway for Diesel S.p.A, which hosted over 900 attendees• Gained \$12,000 in profits and raised over \$5,000 in prizes and free samples from sponsors• Promoted the event effectively as approximately 60% of the tickets were sold during the pre-sale	

ACTIVITIES AND HONORS

University Honors
LEBA – Latin Economics and Business Association – <i>Marketing Officer and Founding Member</i> <ul style="list-style-type: none">• Participate in weekly meetings and presented a potential schedule of activities for the academic year• Activities: Group case studies, plan the development of a real product and market strategy• Goals: organize networking trip to New York, increase membership by 20% until the end of semester
IDPSA – International Department Program Student Association - <i>Social Events Director</i> <ul style="list-style-type: none">• Increased membership by 26% in a semester together with fellow officers• Organized and promoted workshops (Salsa dancing, Wine tasting, Guest Speakers)
AMA – American Marketing Association

ADDITIONAL INFORMATION

Computer: MRI, ACT1, SPSS, Photoshop, Adobe Flash, Access, Excel, PowerPoint, MS Word
Languages: Fluent in Portuguese, Spanish and English
Work Status: Temporary Work Authorization (F-1)