

# LINDA FRAGA

lfraga@mba2023.one-league.org  
+1 786-435-2543  
[linkedin.com/in/linda-fraga/](https://www.linkedin.com/in/linda-fraga/)

Fully Authorized to work in the US  
No visa sponsorship required

## EDUCATION

### One League | Global

#### MBA Candidate Class of 2023

One League is a global education institution connecting the world's highest potential change-makers to world-class education and opportunities to realize global impact | **Elected Class CEO**

### Federal University of Minas Gerais | Belo Horizonte, Brazil

#### B.A. in Advertising and Publicity

#### Minor in Psychology

#### Minor in International Studies

#### 2018-2022

Brazil's largest federal research university and one of Latin America's top universities

## HONORS & AWARDS

### Scholarship for Aspire Leaders Program 2020 | Harvard Mittal Institute

Selected as top 1% from a global pool of participants and exposed to a Harvard classroom environment.

### Award for Best Series of Artistic Photography 2019 | EXPOCOM

My project "ARTE" is about six social problems in society related to six famous paintings. The idea of the project is to question the Brazilian Educational System, which values high culture much more than popular culture

## SKILLS &

## CERTIFICATIONS

Adobe Creative Suite | Microsoft Office Suite | Google Suite

## LEADERSHIP & COMMUNITY

Volunteer at Sole Hope, helping Ugandan people to become jigger-free by making shoes

## PERSONAL

Born in Brazil, and fluent in Portuguese, English, Spanish | Snowglobe Collector | Artist

## SUMMARY

Her professional experience includes collaborating with leading pharmaceutical firms in Latin America and developing customer-centered marketing strategies for product launch events. As a creative director, Linda led the execution of the communications for employee engagement programs, across Brazil, Argentina, and Mexico. Linda has worked in the creative industry, designing corporate identities through consistent branding with a focus on user experience.

## EXPERIENCE

### One League | Virtual

#### Brand Lead and Social Media Manager | 2022 - Present

- Consolidated social media handles across six channels and created patterned visuals, reinforcing brand recognition and presence
- Strategized social media content plan in order to communicate legitimacy, authenticity and community-belonging to all stakeholders, resulting in an organic growth on Facebook engagement by 29%, LinkedIn by 13%, Instagram 11% in the first month

### Synapse Consultoria & Treinamento | Miami, FL and São Paulo, Brazil

#### Marketing and Communications Strategy Director | 2021-2022

- Conceptualized and directed company's rebranding plan to expand from an exclusively B2B market to a more diverse audience also targeting B2B2C and B2C customers, increasing by 90% the number of accounts reached through Instagram in 3 weeks from more accessible visual and verbal identities
- Integrated lead generation to content subscription in social media, increasing the number of leads by 40% in 6 months, with a 15x higher conversion rate through landing pages and a 10x higher conversion rate through API integration, compared to the previous semester
- Conducted capability gap analysis, identifying latent demand for custom visuals of medical content in the scientific communication sector, and presented market entry opportunity to the Chief Executive Officer
- Collaborated with the tech team to develop and market an info product based on the customer journey of the B2C

### Datron Tecnologia & Locação | Belo Horizonte, Brazil

#### Marketing & Sales Associate | 2018 -2020

- Synthesized online data in order to determine customer behaviors and executed more efficient sales and personalized marketing campaigns, increasing website traffic by 28%
- Translated buying transactions from international partners in the United States and in China, tripling product variety after one year

## EXTRACURRICULAR

### Babson Build Program (2019) | Boston, MA

One of 2 students chosen from a pool of 300+ applicants from UFMG to learn from renowned Entrepreneurship professors and develop practical solutions for world's problems using the principles of design thinking

### Strategic Design Management at Parsons The New School (2018) | New York, NY

By means of research, prototyping, experimentation, self-reflection, and decision-making activities, students learn to become resourceful practitioners and creative entrepreneurs.