

BRUNO LISBOA DE SOUSA

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EDUCATION

University of Florida, Warrington College of Business

Bachelor of Science in Business Administration, Information Systems

May 2024
Gainesville, FL

- GPA: 3.53/4.0
- Minor: Entrepreneurship
- Warrington College of Business Dean's List Fall 2020, Spring 2021, Fall 2022
- LAC Scholarship Fall 2021 to Spring 2023

WORK EXPERIENCE

The Association Partner (TAP)

June 2022-July 2022

Data Analyst Intern

Gainesville, FL

- Created a sales analysis report from deals across 16 associations that assessed the sales cycle from the date pitched to the contract signed, resulting in a better understanding of the sales cycle effectiveness
- Scheduled demos in HubSpot for the sales team with diverse companies, researching vital information, resulting in a gain of \$200,000 in deals signed for advertisement plans
- Analyzed lists with an average of 60 deals using Microsoft Excel by performing data cleaning and comparison, finding new deals that could be uploaded to HubSpot

Talento Incluir (Consulting Agency)

May 2021-August 2021

Business Development Intern

Remote

- Researched products through keywords on the internet, expanding diversity, exposure, and availability at the marketplace that increased the number of products visible to clients by 50%
- Prospected and used online databases and CRM platforms such as Microsoft Excel and Pipedrive to build lists of qualified prospects, increasing the number of companies on the platform by 60%
- Engaged in email campaigns and 100 weekly outbound cold calls to set sales meetings, conducting them alongside the account executive, closing partnerships through negotiation of potential products in the platform
- Developed a marketing strategy to reach disability networks that hosted customers, providing fundamental insights adopted by the program manager

LEADERSHIP & INVOLVEMENT

Delta Sigma Pi, Professional Business Fraternity

March 2022-Present

Active Brother, Pledge Class Zeus

Gainesville, FL

- Selected amongst a pool of competitive candidates to participate in a 5-week program to further professional development and personal growth surrounding topics including interviewing skills, positive networking, teamwork, and community service
- Collaborated alongside a team of 5 other pledges to coordinate and execute an industry-based project focused on Goldman Sachs' E-trading platform, analyzing how both competitors and consumers use the product, presenting a final recommendation to a group of 28 pledges and Delta Sigma Pi executive leadership board
- Coordinated community service activities within my committee for the rest of the pledge class, helping to delegate and oversee tasks within specific deadlines to fundraise \$900 towards charitable causes

Make-A-Wish

May 2019-September 2019

Volunteer Student

Sao Paulo, SP

- Managed a team of four students, focusing on leadership and teamwork skills to make sure objectives were executed within a five-month deadline
- Assisted in the execution of a child's "wish" to transform their room into a unicorn room by carefully selecting relevant furniture options based on quality and pricing
- Raised more than R\$12,500.00 in donations for the foundation, using tactics such as strategic outreach to personal contacts and hosting a stall at an annual school event

ADDITIONAL DATA

Language: Portuguese (Native)

Technical: Python (Beginner), Excel, Word, PowerPoint, Outlook