

NAYARA GASPARETTI

ENTREPRENEUR & MARKETING MANAGER

CONTACT

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SKILLS

- Digital Marketing
- Social Media Strategy
- Business Operations
- Client Relations
- Teamwork
- Leadership
- Effective Communication
- Critical Thinking
- Event Planning & Public Speaking

LANGUAGES

- Portuguese (Fluent)
- English (Fluent)
- Italian (Basic)
- Spanish (Basic)



PROFILE

Motivated and results-driven professional with proven experience in business management, social media marketing, and student leadership. Skilled in coordinating teams, producing digital content, and engaging multicultural audiences across platforms. Recently completed a Business Program and currently enrolled in Advanced Academic Preparation. Demonstrated ability to lead community initiatives, enhance student engagement, and support over 200 international students through strategic communication and event planning.



WORK EXPERIENCE

Ediwood - Handmade Wood Decor 2021 - PRESENT

Owner & Manager

- Founded and operate a sustainable woodcraft business focused on handmade decor.
- Implemented zero-waste practices and solid wood production, reducing material waste by 100%.
- Boosted Instagram engagement by 75% and doubled website traffic in six months through strategic content.
- Maintained 4.9/5 customer satisfaction through personalized support and efficient service.

Pressteng Engineering 2018 - 2023

Sales & Meeting Coordinator

- Prospected and secured two major clients in the first month, generating R\$480K in revenue – a 369% increase over the company's average monthly income.
- Led the full sales cycle: prospecting, cold-calling, scheduling meetings, providing technical briefings, and supporting engineers during client visits.
- Assisted in negotiating and closing contracts for industrial construction projects, including commercial warehouse builds.
- Maintained long-term relationships with clients, contributing to sustained revenue and customer retention beyond initial contracts.

Approach International Student Center 2025 - PRESENT

Student Ambassador

- Plan and promote weekly events to enhance student engagement and cultural exchange.
- Serve as liaison between staff and international student community.
- Assist with orientation sessions, organize field trips, and encourage participation in extracurricular activities.
- Create bilingual communications (Portuguese-English) to ensure accessibility for diverse student populations.



EDUCATION

- **Advanced Academic Preparation (AAP)**

Approach International Student Center - Boston, MA

Jul 2025 - Present

- **Business Program**

Approach International Student Center - Boston, MA

Completed: June 2025

- **Life Training - Leadership & Personal Development**

EBPNL - Escola Brasileira de Programação Neurolinguística e Coaching® | Brazil | 2020

- **Resilient Leadership**

Harvard Business School Online | 2025