

Thais Lopes de Souza

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LinkedIn & Portfolio: www.thaislopes.com

PROFESSIONAL SUMMARY

Journalist, Storytelling Strategist, and Digital Entrepreneur with over 15 years of international experience in media, strategic communication, digital marketing, and innovative education. Proven track record at renowned global media groups including TV Globo/Globosat and Disney Cruise Line. Currently leading a digital media and education startup focused on storytelling, artificial intelligence, and social impact.

Actively seeking representation and opportunities in the U.S. market under the O-1 visa category, leveraging extensive media industry experience, international recognition, and innovative digital initiatives.

PROFESSIONAL EXPERIENCE

Founder & Chief Storytelling Strategist - Thais Lopes Media (Remote, Global)

2021 - Present

- Created and successfully launched strategic projects such as StartSmart (Business OS for digital entrepreneurs) and SmartStory (advanced storytelling and AI-driven content course).
- Innovatively applied AI to educational storytelling, digital marketing, and automated sales

processes.

- Provided specialized mentorship to entrepreneurs, particularly supporting women-led initiatives.

Logistics & Decor Inventory Manager - Food Trends Catering & Events, NY

Sep 2023 - Present

- Strategically managed logistics and inventory operations for premium events.

Data Analyst & Customer Service - Hertz Rent a Car, La Guardia, NY

Jun 2023 - Sep 2023

- Handled operational data analytics and specialized customer interactions.

Professional Photographer - Disney Cruise Line (U.S.) & Costa Crociere (Italy)

2018 - 2023

- Delivered high-quality photography for diverse global clientele in multicultural environments.

News & VOD Editor - TV Globo / Globosat

2013 - 2017

- Strategically managed multiplatform content distribution for major Brazilian media conglomerate.
- Instrumental in the launch of pioneering streaming services.

TV and Web Content Editor - SporTV / Globosat

2011 - 2013

- Produced and edited live broadcasts and digital content, coordinating live production teams.

EDUCATION

Master in Business Management - St. Francis College, NY (currently enrolled)

Master in Digital Marketing & Design - ESPM, Brazil

Bachelor in Journalism and Communications - UBM, Brazil

Certificate in Hospitality & Tourism Management - UCF, USA

KEY ACHIEVEMENTS & SKILLS RELEVANT TO O-1 VISA

- Extensive international career in major media and entertainment brands (TV Globo, Disney).
- Recognized innovator in digital storytelling, strategic marketing, and AI applications.
- Created high-impact, scalable digital products and educational content with international reach.
- Proven leadership in digital media startup driving educational innovation, entrepreneurship, and social inclusion.

LANGUAGES

- Portuguese: Native
- English: Fluent (C2)
- Spanish: Intermediate

DIGITAL SKILLS

- Multi-platform digital content strategy

- Advanced SEO, persuasive copywriting, strategic storytelling
- Adobe Creative Suite (Photoshop, InDesign, Dreamweaver)
- Artificial Intelligence applied to digital marketing and content creation

INTERESTS & AVAILABILITY

- Actively pursuing O-1 visa sponsorship for immediate opportunities in the U.S.
- Open to collaboration on impactful media, storytelling, and educational innovation projects.

Thais Lopes

"People don't buy products, they buy the stories behind them."