

# THAIS NAYARA PEREIRA DA SILVA

CLIENT SUCCESS | PROJECT COORDINATION |  
MARKETING & COMMUNICATIONS

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## SUMMARY

Strategic and results-driven professional with 10+ years of diverse experience across Customer Success, Project Coordination, Community Engagement, Marketing, and Administrative Operations. Skilled in leading internal communication strategies, stakeholder engagement, CRM implementation, content creation, and event management for multinational and public sector environments. Proven ability to plan and execute high-impact projects and improve cross-functional collaboration. Strong communicator with a multicultural background and fluency in English and Portuguese.

## OBJECTIVE

Seeking full-time opportunities in the U.S. under H-1B, EB-2 or EB-3 sponsorship, where I can contribute my international expertise in marketing, internal communications, and stakeholder engagement to drive business growth and brand success.

## LANGUAGES

Portuguese (Native), English (Fluent – C1), Spanish (Intermediate – A2), Italian (Basic – A1)

## EDUCATION

### Universidade Federal Rural do Rio de Janeiro (UFRRJ) - (2013–2017)

Business graduate with strong strategic, marketing, and analytical training. | Final Grade: 8.04  
Member of the Graduation Committee | Class tutor for basic statistics, financial maths and financial administration 1 and 2

## ADDITIONAL QUALIFICATIONS & SPECIALIZED TRAINING

### ELI Schools, Dublin

IELTS Preparation (Advanced C1, 2024)

### IBAT College, Dublin

English Course (Intermediate B1–B2, 2022–2023)

### Big Red Cloud (Ireland)

Payroll & Accounting for Irish Market (Grade: 10.0, 2024)

### Municipal Police Training Academy

Ethics, Public Safety, Conflict Resolution (Top 10 of 300, 2019)

### STS Aviation School

Cabin Crew Training Course | Brazil 2017-2018 \* ANAC Average: 9.0/10.0

Relevant coursework: Civil Aviation System, Regulations, Flight Safety, First Aid, Onboard Emergencies, Human Factors.

## KEY SKILLS & TOOLS

- Customer Success | CRM (JD Edwards, Oracle, Siebel) | Internal Communication
- Project Coordination | Community Engagement | Stakeholder Management
- Event Planning | Social Media Management | Content Creation
- Payroll & Admin Support | Data Reporting | Microsoft Office Suite

## HIGHLIGHTED PROJECTS

- Boosted Instagram followers of EastPoint Business Park by over 400% with strategic content and campaigns.
- Organized seasonal campaigns (e.g., International Women's Day, Outdoor Cinema, Wellness Relay) with +70 participants.
- Developed branded newsletters and booklets, integrating coupon codes to track engagement and business visibility.
- Implemented feedback systems to improve tenant satisfaction and engagement experience.

# WORK EXPERIENCE

## **Community Engagement Specialist / Digital Marketing Strategist Eastpoint Management CLG | Dublin, Ireland January 2023 – Present**

- Initially hired as Community Manager (Jan 2023 – May 2024). Position renamed for visa sponsorship purposes, while continuing the same responsibilities.
- Planned and executed 10+ high-impact community and marketing events, managing vendor selection, logistics, and budget allocation to boost brand visibility and employee engagement.
- Developed and led integrated digital and internal marketing strategies, including website enhancements, motivational campaigns, and branded content, resulting in a measurable increase in internal communication effectiveness and brand perception.
- Increased Instagram following by 400% through data-driven content strategy and targeted social campaigns; leveraged analytics to optimize engagement and community growth.
- Produced press releases, web content, and digital assets; maintained consistent brand voice across platforms and ensured timely content delivery to enhance online presence.
- Executed cross-channel communication campaigns and designed marketing materials for internal and external audiences, increasing campaign engagement rates.
- Led internal email marketing campaigns and multimedia production (videos, newsletters), improving cross-departmental alignment and employee engagement.
- Delivered administrative support including reception duties, documentation management, and creation of reports and presentations, ensuring smooth office operations.

## **Police Officer - Public Safety & Community Support Officer Rio de Janeiro Municipal Guard | Rio de Janeiro, Brazil February 2019 – April 2022**

- Provided multilingual support and safety assistance to national and international visitors at major tourist locations, enhancing public safety and visitor satisfaction.
- Supported operational planning for special units, including logistics, coordination, and reporting for public safety initiatives.
- Completed advanced training in crowd evacuation, firefighting, human trafficking victim support, and emergency response protocols.
- Played a key role in maintaining public order and improving tourist satisfaction across high-traffic locations, reinforcing the city's international image during peak seasons.

## **Client Operations Intern**

### **Michelin | Rio de Janeiro, Brazil April 2015 – December 2016**

- Delivered client support and administrative services, resolving issues proactively and supporting senior management and sales teams to maintain high client satisfaction.
- Created and reviewed performance reports and dashboards, maintained documentation accuracy, and followed up on key client operations.
- Oversaw full order lifecycle management, including pricing validation, credit terms, shipping coordination, and client onboarding within Brazilian compliance standards.
- Registered clients and products; managed registrations including creating and registering commercial conditions (discounts, payment terms, and territories). Consulted and analysed clients within the Brazilian legal system; created access to client channels.
- Enhanced product compliance by contributing to the Embargo Project, cross-referencing clients with Interpol blacklists to mitigate international trade risks.
- Analysed invoicing errors.
- Provided support to regional managers.

## **Administrative & Operations Coordinator**

### **Sports Academia | Seropédica, Rio de Janeiro, Brazil April 2008 – January 2013**

Managed finance, HR, and operations for a local fitness center, including payroll, invoicing, budgeting, and reporting. Coordinated supplier relationships, implemented marketing strategies, and planned internal events. Provided exceptional customer service and administrative support, contributing to business stability and client retention.