

# Aline Ferreira da Costa

CONTACT

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Marketing and business development professional with international experience in client service, team leadership, and operational management. With over 10 years of customer service experience, I bring a deep understanding of client needs, clear communication, and a strong commitment to client satisfaction. My foundation in wellness and clinical nutrition has allowed me to support individuals through personalized care, while managing a wellness clinic has given me hands-on experience with marketing, brand promotion, and digital engagement. Currently pursuing a degree and a career in marketing, I am further enhancing my ability to create impactful content, drive brand growth, and connect meaningfully with diverse audiences. Known for building lasting client relationships, managing service teams, and supporting business growth with a warm, detail-oriented, and customer-first approach. While some of my strongest contributions may not be fully captured in titles or bullet points, I bring hands-on experience in driving growth, and leading teams—and would be glad to expand on that in conversation.

## PROFESSIONAL EXPERIENCE

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### General Manager | Sep 2020 – Feb 2021

Dra Bruna Gabriele Aesthetics Clinic – Brazil

- Led employee development initiatives through training, coaching, and performance support
- Conducted personalized customer follow-up, ensuring high satisfaction before and after sales
- Managed inventory levels to support daily operations and promotional planning
- Oversaw account follow-up, including billing, payments, and client records
- Recruited, interviewed, and onboarded new staff to support service quality and growth
- Managed social media platforms (Instagram, Facebook, TikTok, LinkedIn), including content creation and engagement strategies

### General Manager / Sales Consultant | Feb 2019 – Nov 2020

Magrass Paranaguá / Curitiba – Brazil

- Developed and executed customer attraction strategies to increase visibility and client acquisition
- Managed materials and inputs to ensure smooth day-to-day operations and service delivery
- Controlled accounts payable and receivable, maintaining financial accuracy and timely reporting
- Training and coordination of staff to support performance, consistency, and team growth
- Recruited and onboarded new team members aligned with company values and service standards
- Set and monitored team goals to drive motivation, and business outcomes
- Delivered exceptional customer service with a personalized, hospitality-driven approach
- Managed social media channels, including content creation, scheduling, and audience engagement

### Assistant and Quality Manager | Nov 2017 – Jan 2019

Pappi's Restaurant – Brazil

- Monitored daily operations and processes to ensure efficiency, service quality, and compliance
- Provided administrative support across scheduling, documentation, and internal coordination
- Delivered excellent customer service in a fast-paced hospitality environment, resolving issues promptly
- Managed supplier relationships, including ordering, inventory checks, and delivery follow-up
- Supported team coordination and communication between front-of-house and back-of-house staff
- Ensured operational continuity through effective problem-solving and hands-on leadership

### **Nutritionist | Jul 2011 – Dec 2020**

Self-employed – Brazil

- Clinical nutrition assessment and personalized meal planning
- Nutritional counseling for disease prevention and management
- Wellness coaching and lifestyle modification support
- Client-centered guidance and emotional support
- Behavior change strategies and motivation techniques
- Holistic health promotion and wellness education
- Strong communication and interpersonal skills
- Collaborative approach with healthcare professionals

### **Business Owner and Managing Partner | Jul 2011– Nov 2015**

Pappi's Restaurant Joinville – Brazil

- Administrator, people management, purchases of goods and maintenance of stock, menu planning, application and maintenance of health standards.

### **Receptionist | Jan 2007 – Jun 2008**

Pestana Hotel – Brazil

- Greet and assist guests with check-in/check-out
- Handle schedule inquiries, cancellations
- Maintain a clean, organized, and professional front desk area
- Communicate clearly with guests, staff, and management
- Provide local information, directions, and support for guest requests
- Maintain confidentiality and follow hotel privacy standards

## **EDUCATION**

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### **Midwestern Career College | 2024–ongoing**

Associate of Applied Science in Marketing

### **CS Academy | 2022**

Customer Success Introduction

### **Positivo University | 2012–2013**

Specialist Functional Nutrition and Applied Aesthetics

### **Positivo University | 2007–2010**

Bacharel in Nutrition

## **SKILLS**

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- Advanced English
- Basic Spanish
- Business and People management
- Employee development actions
- Customer Service
- Management of social networks, production of digital marketing.
- Advanced META Facebook, Instagram, Youtube, TikTok and LinkedIn