

Juliana Reich

Gaithersburg, Maryland

Phone: (657) 693-8411 | Email: julianareich@hotmail.com | LinkedIn:
linkedin.com/in/julianareich

PROFESSIONAL SUMMARY

MBA candidate in Marketing & Social Media at Trine University with an international background in business operations, administrative coordination, client relationship management, and community engagement. Experienced in supporting high-performing private households, coordinating complex logistics, and building trusted relationships in multicultural environments. Passionate about digital marketing, sports marketing, content creation, and creating meaningful brand experiences. Seeking opportunities in Business Operations, Marketing, Communications, Community Engagement, or Sports Marketing.

EDUCATION

Trine University

Master of Business Administration (MBA), Marketing & Social Media (Expected 2028)

Centro Universitário UNIFACVEST

Bachelor of Science in Nutrition

Unyleya

Postgraduate Certificate in Oncology Nutrition

CORE STRENGTHS

Business Operations • Administrative Coordination • Marketing • Social Media • Content Creation • Community Engagement • Client Relationship Management • Project Coordination • Event Coordination • Photography • Visual Storytelling • Canva • Microsoft Office • Cross-Cultural Communication • Problem Solving

PROFESSIONAL EXPERIENCE

Household Operations & Administrative Coordinator

Private Families | Maryland, United States | 2024–Present

- Coordinate daily operations, scheduling, travel logistics, purchasing, vendor communication, and administrative support.
- Manage multiple priorities while maintaining efficient day-to-day operations.
- Build trusted client relationships through professionalism, discretion, and exceptional service.
- Maintain highly organized systems and proactively solve operational challenges.

Au Pair | Cultural Care Au Pair

Washington, DC Metropolitan Area | 2022–2024

- Relocated to the United States through an international cultural exchange program.
- Managed children's schedules, transportation, educational activities, and family logistics.
- Developed adaptability, cross-cultural communication, and relationship-building skills.

Food Service Management Intern

Government of the State of Santa Catarina | Brazil

- Supported food service operations in a state correctional facility.
- Assisted with menu planning, purchasing, inventory management, supplier coordination, and operational documentation.
- Supervised meal production, food quality, and food safety practices.
- Supported day-to-day operational decisions and ensured continuity of food service activities under the supervision of the registered dietitian.
- Conducted nutritional assessments and patient follow-ups.
- Developed nutrition education materials and maintained clinical documentation.

VOLUNTEER EXPERIENCE

Creative Team | Social Media Volunteer

Highlight Church | Maryland

- Support the Creative Team in executing the church's communication strategy through social media, digital content, and community-focused initiatives.
- Develop, schedule, and publish content promoting church services, events, and community initiatives.
- Collaborate with ministry leaders and volunteers on communication strategies and event promotion.

Hospitality Team Leader (Volunteer)

Highlight Church | Maryland

- Served as a volunteer leader within the Hospitality Team, helping coordinate volunteers and create a welcoming experience during weekly services and special events.

- Welcome guests and support hospitality during weekly services and community events.
- Assist with photography, social media content creation, and event promotion.
- Collaborate with the Creative Team to strengthen community engagement.

ACADEMIC PROJECTS

Business case analyses, presentations, and strategic recommendations developed throughout the MBA program in Corporate Finance, Marketing, Business Ethics, and Business Strategy.

- Awarded a full undergraduate scholarship through Brazil's ProUni program, covering 100% of the bachelor's degree.
- Anatomy Laboratory Teaching Assistant.
- Contributed to scientific publications, research projects, and nutrition education initiatives.

ACADEMIC HIGHLIGHTS

LANGUAGES

Portuguese (Native)

English (Professional Working Proficiency)