


LUISA RAMOS FERREIRA

Tampa, FL | +1 656-215-6323 | luisa.ramosferreirap@gmail.com |  [LinkedIn](#)

EDUCATION

University of South Florida | Tampa, FL

Bachelor of Science in Marketing | May 2026

- Awards/Honors: USF LAC Scholarship | USF Scholars Gold Award (2022–2026)

PROFESSIONAL EXPERIENCE

WEALTH WARDEN PARTNERS

MARKETING MANAGER | TAMPA, FL

Aug 2025 – Present

- Built the company's digital marketing function from inception, defining brand voice, visual identity, and content strategy across social and client-facing platforms.
- Developed and executed a content acquisition strategy that secured the firm's largest client through organic social positioning and thought leadership storytelling.
- Generated 417+ interactions within the first month of launch while driving consistent early-stage follower growth and brand visibility.
- Collaborated directly with advisors and leadership to align messaging with client pain points, positioning financial services through accessible, trust-driven communication.

SKYTL – EMBARC COLLECTIVE

MARKETING SUMMER ANALYST | TAMPA, FL

May 2025 – Aug 2025

- Led full redesign of corporate website, coordinating IT, leadership, and marketing to deliver a user-centered, compliant platform within a 3-month deadline.
- Designed structured LinkedIn and Instagram content strategy that increased engagement by 35% and strengthened brand consistency.
- Introduced new credibility-building features ("Meet the Team" and "News") to enhance brand transparency and client trust.

EMS PHARMACEUTICAL COMPANY

MARKETING INTERN | SÃO PAULO, BRAZIL

Jun 2023 – Aug 2023

- Designed and launched "Médico Exponencial," a physician benefits club, onboarding 200+ doctors and expanding long-term brand relationships.
- Increased digital platform engagement from 2% to 45% by analyzing behavioral data, optimizing workflows, and refining communication strategy.
- Conducted field research with medical professionals, translating qualitative insights into structured marketing improvements and enhanced benefit design.

LEADERSHIP EXPERIENCE

UNICEF AT USF – PRESIDENT

Aug 2024 – Aug 2025

- Directed 177-member organization, leading 10+ campaigns and partnerships with 6 local organizations.
- Increased fundraising by 30% and raised \$7,500+ through structured promotional strategies and event marketing.
- Engaged 500+ students in advocacy initiatives through targeted outreach and storytelling campaigns.

SHPE AT USF – MARKETING LEADER

Aug 2024 – May 2025

- Lead digital marketing for 250-attendee HackABull tech conference, executing targeted outreach campaigns to increase visibility and participation.

BRASA AT USF – SOCIAL IMPACT ANALYST

Jul 2023 – May 2024

- Built 8 nonprofit partnerships, increasing student volunteer engagement by 35%.
- Designed and executed 5+ outreach campaigns engaging 120+ volunteers and 400+ community members.

TECHNICAL SKILLS

Canva / Illustrator / Squarespace / RD Station / Tableau / Looker / Excel / SQL / JavaScript / Microsoft Office / Social Analytics

LANGUAGES

English (Fluent) | Portuguese (Native) | German (A2)