Luana Alves

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PR graduate who uses AI to research, monitor, and grow brands online.

EXPERIENCE

Operations Coordinator · BN Construction, Boston, MA · *Jan 2026 to Sep 2026*

- Ran day-to-day operations, including scheduling, invoicing, and payments
- Built a faster invoicing system using Claude AI
- Set up and verified the company's Google Business Profile
- Managed and responded to Google reviews

Program Coordinator · Future Wavemakers, West Palm Beach, FL · *Apr 2025 to Dec 2025*

- Used AI to research partners, donors, schools, and a new program, then presented my findings to the team
- Wrote social posts and newsletters with ChatGPT, Claude, and Canva AI, and tracked which posts did best to guide new content
- Answered all community questions, comments, and messages, using AI to help draft replies when needed
- Helped run **3 events in one weekend** with **over 500 guests**

Programming Intern · International Women's Forum, West Palm Beach, FL · *Aug 2024 to May 2025*

- Created and repurposed event content for social media, newsletters, and press releases to grow visibility, and checked in with high-profile members to keep them happy and engaged

Marketing and Communications Intern · Rotate Your Closet, Boston, MA · *May 2024 to Aug 2024*

- Grew Pinterest engagement by **70%** and created the brand's most viewed TikTok (**112K+ views**) by planning content around what the audience responded to

Marketing Assistant (Volunteer) · FYM Systems, Remote · *Feb 2024 to May 2024*

- Used AI to create branding, social media templates, and promotional content for a restaurant marketing agency and its clients
- Managed online reviews for restaurant clients, found new clients through outreach, and organized operations in HighLevel

Public Relations Intern · Luxury PR Group, Palm Beach, FL · *Feb 2024 to May 2024*

- Created social media content and conducted media research for luxury brands and nonprofit events, including managing an event for **Badgley Mischka**

Public Relations Intern · Society Social, Palm Beach, FL · *Jan 2023 to May 2023*

- Promoted and coordinated a luxury fundraiser for the Lymphoma Society, managing guest lists, vendors, sponsors, and event logistics

EDUCATION

Bachelor of Arts in Public Relations · Palm Beach Atlantic University, West Palm Beach, FL · *Aug 2021 to May 2025 · PRSA-certified*

- Served as PRSSA President for two terms, growing membership by **70%**, organizing events, booking industry speakers, and managing operations

Awards: President's List, 4.0 GPA, Fall Semester 2023–2024 · President's List, 4.0 GPA, Spring Semester 2024–2025 · Palm Beach Atlantic University Merit Scholarship (2021–2025)

SKILLS & CERTIFICATES

Skills: Online Reputation Management · Social Listening & Audience Research · AI Tools (ChatGPT, Claude, Canva AI) · Content Strategy & Analytics · Community Management · Willingness To Learn

Certificates: Brand Management Simternship · Social Media Simternship · HarvardX Fundamentals of Neuroscience

Languages: English, Portuguese (Brazil)