

**MARIA CRISTINA TAVARES LACERDA MANSUR PAIXAO**

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**Education:**

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|-----------|--|--------------------------|
| 2017-2019 | <b>UNIVERSITY OF SÃO PAULO</b><br><b>Master of Science</b><br><b>Postgraduate Program in Textile and Fashion</b><br>Dissertation: Fashion and solidarity economy: a study on solidarity economic enterprises in the textile and fashion area in São Paulo. | <b>SÃO PAULO, BRAZIL</b> |
| 2014-2015 | <b>SUPERIOR SCHOOL OF ADVERTISING AND MARKETING</b><br><b>Master of Business Administration</b><br><b>Digital Marketing</b><br>Honors: Ranked among the top students of the 2014 Class.  | <b>SÃO PAULO, BRAZIL</b> |
| 2010-2013 | <b>ANHEMBI MORUMBI UNIVERSITY</b><br><b>Bachelor of Arts</b><br><b>Fashion Business</b><br>Volunteered as a monitor assisting students in Graphic and Digital Imaging classes.   | <b>SÃO PAULO, BRAZIL</b> |
| 2012      | <b>UNIVERSIDAD EUROPEA DE MADRID</b><br>Attended a five-month student exchange program.  | <b>MADRID, SPAIN</b>     |

**Professional Experience:**

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|--------------|---|----------------------|
| 2023-Present | <b>RED VENTURES</b><br><i><u>Marketing and Communications Associate</u></i> <ul style="list-style-type: none"><li>● Event ownership, including large, cross-program events and events with partners.</li><li>● Full ownership of website and social media content.</li><li>● Owning relationships with internal teams, assessing and delivering Marketing and Communication needs for that team.</li><li>● Creation of written communications, presentations, graphics, social media and website content.</li></ul> | <b>FORT MILL, SC</b> |
|--------------|---|----------------------|

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|-----------|---|-------------------|
| 2022-2023 | <b>RED VENTURES</b><br><u>Assistant Marketing Manager</u> <ul style="list-style-type: none"> <li>• Outreach/Brand Marketing team, working closely with content, creative, and SEO teams to improve or create new content for MYMOVE.com and Allconnect.com websites.</li> <li>• Link building for both websites with Traditional Outreach methods, including competitor analysis, creating prospect lists, pitching to publishers, and link recording.</li> <li>• Developing new strategies to increase natural link building.</li> <li>• Involvement with organic and paid social, including planning, content, and creative.</li> </ul>   | FORT MILL, SC     |
| 2021-2022 | <b>CATO CORPORATION</b><br><u>Assistant Product Manager (promoted from Product Development Assistant)</u> <ul style="list-style-type: none"> <li>• Negotiate prices and track the approval process for all products purchased to ensure correct specifications are followed and products are delivered on time to the distribution center.</li> <li>• Timely email/communications with Cato overseas offices in China.</li> <li>• Interface with the merchant, technical design, trend/color teams, and overseas offices to ensure all processes connected with product development remain current, and all information is communicated correctly.</li> <li>• Maintain all records needed for areas of responsibility.</li> </ul>                               | CHARLOTTE, NC     |
| 2021      | <b>OLLY OLLY - DIGITAL MARKETING AGENCY</b><br><u>Digital Project Manager</u> <ul style="list-style-type: none"> <li>• Client onboarding &amp; maintenance.</li> <li>• Scheduling projects for various cross-functional teams.</li> <li>• Enforce and set clear expectations with the client at all times.</li> <li>• Meeting and exceeding production goals.</li> <li>• Oversee that the client's website is within project guidelines.</li> </ul>   | CHARLOTTE, NC     |
| 2016-2020 | <b>HECTOR ALBERTAZZI – JEWELRY BRAND</b><br><u>Marketing Manager</u> <ul style="list-style-type: none"> <li>• Primary responsibilities included brand communication and planning of marketing as well as social media, online, retail, and wholesale points of sale.</li> <li>• Created and developed new company jewelry packaging.</li> <li>• Organized training events for the sales teams to convey the concept of each collection, present the marketing strategies for the semester and promote integration between groups from different sales divisions.</li> <li>• Launched new projects involving partners and collaborations with other brands.</li> <li>• Created campaigns for new collections and retail, wholesale, and press events.</li> </ul> | SÃO PAULO, BRAZIL |

- 2013-2015      **HECTOR ALBERTAZZI – JEWELRY BRAND**      **SÃO PAULO, BRAZIL**  
Marketing Assistant (promoted from internship)
- Responsible for company fashion production. Collaborated with stylists to determine commercial and artistic product suitability for particular magazine photoshoots. Client magazines included Vogue, Elle, Marie Claire, and others.
  - Monitored social media such as Instagram and Facebook.
  - Participated in creating e-commerce; tested features to improve site performance for end-users; coordinated photographic production; created descriptions of products; implemented email marketing strategies and layouts.
  - Created layouts of documents for the sales department; clipping of the brand, sales catalogs, development of banners, and digital content for social media and e-commerce.
- 2011-2012      **PRIVALIA**      **SÃO PAULO, BRAZIL**  
Intern – Fashion Styling
- Assisted in creating images used for sales campaigns, including choosing models, make-up, hair styling, and the end combination of products to increase customers' desire for acquisition.
  - Collaborated with fashion stylists and photographers to develop art direction for photoshoots.

#### Courses:

- 2020      **CHARLOTTE WORKS (in association with CPCC)**      **CHARLOTTE, NC**  
 Working Smart | Soft Skills for Workplace Success
- 2019      **LIFT DEVELOPMENT**      **SÃO PAULO, BRAZIL**  
 Strategic Store Supervision
- 2019      **SÃO PAULO UNIVERSITY**      **SÃO PAULO, BRAZIL**  
 History and concept of Luxury (summer class)

#### Languages:

Fluent in Portuguese and English (First Certificate of English – Cambridge University test – 2009).