

THAMYRES COSTA

SOCIAL MEDIA
SPECIALIST

CONTACT DETAILS

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Madison, WI, United States
thamyrescosta.com

LANGUAGES

Portuguese ● ● ● ● ● ●
Spanish ● ● ● ● ● ●

SKILLS

- Branding & Visual Identity
- Social Media Content Design
- Digital Ads & Print Materials
- Typography & Layout Design

SOFTWARE



ABOUT ME

Creative strategist and designer experienced in branding, social media, and campaign projects across education, nonprofit, and startup industries. Skilled in combining research, design, and strategy to create clear, cohesive visuals that communicate effectively.

EDUCATION

University of Wisconsin-Madison

Journalism Bachelor of Arts | 2022-2026

- Strategic Communication and International Studies, minors in Digital Studies and Digital Media Analytics
- GPA: 3.947/4.00

Colégio Elite CEB

High School | 2019-2021

EXPERIENCE

Corporate Strategy & Marketing Intern

The Evoke Agency | August 2025 - Present

- Planned and designed 20+ monthly posts for Instagram, LinkedIn, and TikTok using Sprout Social and Canva
- Developed creative briefs for Intern Content Challenges and collaborated with interns on videos and copy
- Managed logistics (venues, food, pricing, capacity, scheduling) for company events
- Led creative direction for one event, presenting 10+ ideas and producing mood boards, décor, and branded materials

Social Media and Communications Intern

Badger Precollege Program | June 2025 - August 2025

- Edited Instagram and Facebook posts in Premiere Pro, Canva, and Lightroom, increasing Instagram reach by 313% and followers by 15%
- Scheduled content through Meta Business Suite, boosting Instagram profile activity by 1,036% and visits by 1,051%
- Wrote copy with strong CTAs, driving 400% more link taps on Instagram
- Produced Facebook posts, growing interactions by 23%, followers by 21%, and page visits by 105%

Social Justice Education Intern

Office of Inclusion Education | September 2024 - April 2025

- Designed presentation visuals with Microsoft PowerPoint, enhancing clarity
- Strengthened relationships with student organizations through strategic networking
- Designed social media posts with Canva to educate followers on social justice issues

Business and Marketing Intern

Xross Connect | May 2024 - July 2024

- Designed a startup website using GoDaddy, featuring animations in Keynote
- Created brand guidelines for 2 startups and designed logos to maintain a consistent brand identity
- Executed marketing collateral for conferences, including LinkedIn posts and pamphlets

LEADERSHIP

PR and Marketing Director

Brazilian Students Association at UW-Madison | August 2023 - May 2025

- Designed Instagram and TikTok content for member engagement using Canva and Adobe Photoshop
- Tracked social media trends to optimize content creation
- Created, designed, and managed email marketing campaigns using Mailchimp