



# MONICA FAYAD NASCIMENTO

*Management & Service Strategy  
with specialization in Digital Marketing*

## CONTACT

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11N

📅 Date of birth:  
09.01.1994

## SOCIAL



## ABOUT

I'm an outgoing and communicative woman who believes that there is no such thing as too much knowledge and that being adaptable is the key for success in today's society. Due to that, I have during the past years accumulated a mixed skill set and obtained an assorted background. I am very curious so when it comes to work assignments where I have less experience, I am very positive to learn new things and take steps outside of my comfort zone.

## RELEVANT SKILLS

Google Digital Garage  
Basic Google Analytics  
Google Tag Manager Fundamentals  
Ecommerce Analytics  
Microsoft Office

## WORK EXPERIENCE

### ESTÉE LAUDER COMPANIES EUROPE

*Retail Sales Artist M.A.C. Cosmetics Steen & Strøm  
Aug 2015 - Oct 2018 (50%)  
Oct 2018 - Present (Freelance)*

- Sale and marketing of products in store
- Skilled artist to hold appointments (certification from M.A.C. needed)
- Opening and closing routines, which include dealing with money and responsibilities with the safe
- I also had, between January 2018 and September 2018, a position as Product Specialist. This is a temporary position that consisted on being the employee responsible for following up with events and new launches at M.A.C. Cosmetics Steen & Strøm.

### PRESSKONTAKTERNA - PR & COMMUNICATION AGENCY

*Internship | Jul 2018 - Present*

- Showroom assistance
- Registration of new articles, such as check-in and out of those that has been borrowed
- Press clips
- Assistance on events
- Social media support

## HIGHLIGHTS AS A FREELANCE MAKEUP ARTIST:

### KAPPAHL:

2017 / 2018 (Key Artist)

- A set of short promoting videos for a partnership between KappAhl and the influencer Gisella Francisca.

### WEIGHTLESS

2015 (Key Artist)

- Photoshoot for their Instagram account.
- Photographer: Alessio Attanasio
- Model: Pernille Juvodden

### KARI TRAA

2015 (Assistant)

- Makeup for the campaign "Trollfighters"
- Key makeup artist: Emina Rizvanovic

### BATISTE

2015 (Key Artist)

- Photoshoot for their campaign that went on ELLE Norge
- Photographer: Stephen Butkus

### UNIVERSAL MUSIC NORGE

2015 (Key Artist)

- Promoting photos for Jenny Langlo, winner of Idol Norway 2011
- Photographer: Stephen Butkus

### TINE

2015 (Key Artist for one of the two days of shooting)

- Music video for the artist Iselin Solheim for the launch of Biola Smoothie

## VILLOID.NO - FASHION WEBSITE

*Internship | Apr 2018 (two weeks)*

- In March 2018 VILLOID presented a case to the students in Digital Marketing at Kristiania College, where the challenge was to present suggestions both for website improvements and a growing strategy before launch in Norway (the company is already set in England and has Alexa Chung as one of the co-founders). Me and two other friends presented a project together and we ended up as one of the winning groups.
- After that I had a short internship with the company, where my main tasks consisted on production of SoMe content and develop strategies for the pre-launch.

## MUA MONICA FAYAD NASCIMENTO - ORG. NR. 915 351 271 @MAKEUPFAYAD

*Founder & owner*

*2015 - Present*

- Freelance makeup artist
- Beauty advisor

## GINA TRICOT

*Retail Sales Assistant at Storo Storsenter - Extra Help*

*Apr 2017 - Oct 2017*

- Sales in store
- Opening and closing routines, such as responsibilities with money and the safe
- Organization of the stock

## BRAZILIAN FEDERAL JUSTICE

*Remunerated Internship | Oct 2013 - Jul 2014*

- It was part of my tasks to analyse lawsuits and send them to the right category in the data base, so they would be send further to the judges

## CORREIA DA SILVA ADVOGADOS (LAWYER OFFICE)

*Remunerated Internship | Feb 2013 - Sep 2013*

- Correia da Silva Advogados is a lawyer office that was among the 500 best offices in Brazil according to the "Yearbook of Legal Advocacy", where it received prominence among the 40 best in the areas of Infrastructure and Regulatory. The office is also recognized worldwide both by the Practical Law Company Cross-border Handbooks - Life Sciences and the International Who's Who of Business Lawyers.
- Their main office is based in Sao Paulo, Brazil, but at the date they still had an office in Brasília, Brazil, where I had the opportunity to work with Governmental Relationships as an intern. I was actively present in voting sessions at the National Congress and open meetings at ANVISA (sanitary surveillance agency). My tasks for those meetings consisted on writing reports that, after evaluation of the lawyers, were sent to the clients with common interest in the subjects. It was also one of my tasks to help with the translation of documents to their international clients.

## LANGUAGES

### PORTUGUESE

*Native*

### ENGLISH

*Fluent*

### NORWEGIAN

*Fluent*

### SPANISH

*Basic understanding*



References can be provided on request

## EDUCATION

### KRISTIANIA UNIVERSITY COLLEGE

*Oslo, Norway | 2016 - 2019*

- Bachelor Degree in Management and Service Strategy
- Specialization in Digital Marketing

### IMAGE AKADEMIET

*Oslo, Norway | 2014 - 2015*

- Technical
- Makeup artist/ Specialist

### UNICEUB - UNIVERSITY

*Brasilia, Brazil | 2012 - 2014 (unfinished)*

- Bachelor Degree in Law

## CERTIFICATES

### UNIVERSITY OF OSLO

*2015*

- Proficiency in Norwegian, Mellom norsk trinn 3, NORA 0130

### THE UNIVERSITY OF MICHIGAN

*2011*

- Proficiency in English

## OTHERS

### NORWEGIAN CANCER SOCIETY (KREFTFOREGNINGEN)

*2017*

- Volunteer at the Pink Ribbon Race (Rosasløyfeløpet)

### LECTURE WITH STEVE WOZNIAK CREATIVITY & INNOVATION

*May 2nd, 2013*

- Lecture with the co-founder of Apple held at UniCeub University.