

# MARIA RITA DE ALBUQUERQUE FRANCA

<https://www.linkedin.com/in/rita-franca/>

1820 Chicago Ave. #4003, Evanston, IL 60201 | +1 (872) 308-2684 | ritadealbuquerquefranca2027@u.northwestern.edu

## EDUCATION

<b>Northwestern University</b> <i>Bachelor of Sciences in Communication Studies</i> Full ride Scholarship   GPA: 3.87/4.0   Relevant Courses: Communication&Culture, Theories of Persuasion, Statistics	Evanston, IL Sep. 2023 - June 2027
<b>Colegio Militar do Recife</b>   Diploma - Brazilian High School Full Scholarship - Academic, Merit-based	Recife, Brazil Feb.2016 - Dec. 2022

## PROFESSIONAL EXPERIENCE

<b>Northwestern University</b> <i>Wellness Suite/MRO Customer Service Representative</i> • Assisted in the day-to-day operations of the Wellness Suite, including inventory management, scheduling appointments, and maintaining safety, cleanliness, and organization • Enhanced my communication and problem-solving skills by working directly with massage therapy clients to meet their needs and provide them with a comfortable experience	Evanston, IL March 2024 - Present
<b>Brazilian Student Association (BRASA)</b> <i>Recruitment Analyst   Social Impact Team - Brasa Blacks Program</i> • Oversee two scholarship programs with 38 low-income Brazilian students by providing professional guidance and financial support through undergraduate studies in Top US / European colleges • Work actively in developing the admission process, organize fundraising, and articulate individual mentorships.	São Paulo, Brazil (hybrid) March 2024 - Present
<b>Global Learning Office: Study Abroad Program - GESI 2024</b> <i>Business Development &amp; Marketing Intern - Tram Vien Minh</i> • Led the initial phase of an ecotourism project promoting the importance of Melaleuca for soil preservation and local farmers' income • Engaged in community outreach initiatives like the Right to Massage program in schools and nursing homes and managed the Bimela Fund, supporting scholarships and rural infrastructure • Developed the institution's visual identity, enhancing brand consistency across social media and promotional materials. • Created and managed social media content, including videos and posts, to boost engagement and promote ecotourism and community projects.	Hanoi, Vietnam June 2024 - Aug. 2024

## LEADERSHIP EXPERIENCE

<b>Brazilian Student Association (BRASA) Northwestern</b> <i>Social Media Chair - Local Board - Student Organization</i> • With over 70 members of the NU student body, the Brazilian Student Association aims to establish prolific and long-lasting relationships between American universities and Brazil. Social media chair representative's responsibilities include: internal and external communication of events, career fairs, and opportunities available for the Brazilian community on and off campus.	US May 2024 - present
<b>Northwestern University - International Peer Adviser (IPA)</b> • Acted as a peer mentor and resource for new international students, providing guidance, support, and ongoing communication before and after their arrival on campus, fostering a welcoming and inclusive environment. • Collaborated with the Office of International Student and Scholar Services (OISS) and fellow IPAs, adhering to deadlines and responsibilities while demonstrating professionalism and leadership in a diverse, multicultural setting.	US March 2024 - Sep. 2024
<b>Youth Ambassadors Program</b> <i>Youth Ambassador (acceptance rate &lt; 1%)</i> • Enrolled in an exchange program promoted by the US Embassy in Brazil • Networked with 20+ US State Department officials & and 49+ Youth Brazilian leaders • Represented Brazil in the US and developed a socio-educational project (Conectae) to disseminate opportunities among underprivileged student groups.	Brazil/ US Jan. 2023
<b>Ritortas</b> <i>Independent Business Founder</i> • Created my own business as an alternative to complement my family's income • Managed sales, profit, customer satisfaction, and social media (200+ followers) • Won prize of Best Trade of the Year at school for creativity and entrepreneurship initiative twice	Recife, Brazil April 2018 - Jan. 2023
<b>CRIJN (Joaquim Nabuco International Relationship Club)</b> <i>Communications Agency (CA) Head &amp; Editor</i> • Served as a media coordinator, managing the CA team (100+) and productions (50+) • Customized a social media account to publish UN simulations' news (reached 300+ participants)	Recife, Brazil Nov 2021 - Dec 2022

## HONORS

• Awarded Bonnie and Mike Daniels GESI Scholars Summer Fund	2024
• Dean's List	2023, 2024
• Golden and Bronze Medalist at OBA (Brazilian Astronomy Olympics)	2022
• Selection in the Opportunity Funds Program from the EducationUSA network (acceptance rate < 10%)	2022
• Silver Medalist at Mandacaru Math Olympiad	2021
• "Young Revolutionary Scientists" award at the Brazilian Young Scientists Fair (FBJC)	2021
• Credentials to the Genius Olympiad in Oswego	2021
• Credentials to Latin American Youth Meeting of Science, Technology, Innovation, and Entrepreneurship	

## SKILLS & INTERESTS

**Personal Skills:** Curiosity, Adaptability, Collaboration, Interpersonal Communication, Creativity, Organization  
**Languages:** Portuguese (Native speaker), English (Fluent), Spanish (Advanced Intermediate), French (Beginner)  
**Interests:** Marketing and Communication; Diversity, Equity, and Inclusion, Bilingualism, Latinx communities, Women and FGLI policies