

NILSE FURTADO - GILLIAM

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Analytical, detail oriented Communications professional with solid record of creative development of resources and driving departments to new heights. A hands-on leader with experience in multi-platforms of journalism such as new media, digital news packages – print and video, social media integration, website design and development, graphic design, multimedia production, print development and public relations. ¡Se habla Español! Falo Português.

EDUCATION

MA, (ABT) Mass Communications, Internet Concentration - May 2011 • University of Memphis, Memphis, TN
Multimedia Designer's Club - 2009 • New Horizons Computer Learning Center, Memphis, TN
BA, Mass Communications, Print Journalism (Summa Cum Laude) - 2004 • Rust College, Holly Springs, MS

PROFESSIONAL EXPERIENCE

Graduate Assistant, The University of Memphis • Memphis, TN www.memphis.edu/acss **2009 - 2010**
Launched social media campaign for the department of Adult and Commuter Student Services, generating over 100 fans and followers in the first two months increasing monthly workshops and annual fair attendance by 30%.

Communications Coordinator, Collierville UMC • Collierville, TN www.colliervilleumc.org **2007- 2009**
Developed marketing strategies and partner with the local media. Upgraded web presence via in-house search engine optimization, increasing web traffic by 42% in the first six months. Decreased mailing costs by 20% using email marketing campaigns.

Portuguese/Spanish Instructor, The Bruneau Academy, LLC • Memphis, TN www.bruneauacademy.com **2007- 2008**
Taught accelerated Portuguese and Spanish classes to business professionals.

Associate Director, SEJMYP • Lake Junaluska, NC www.sejmyp.org **2005 - 2007**
Promoted from a temporary status. Managed all SEJMYP public relations in 15 states. Redesigned winter events programming increasing attendance at winter events by 67% in two years. Supervised staff of eight, recruited talent, managed summer events and website. Worked with a team of professionals to implement online registration for all events.

INTERNSHIPS

Reporter, Tallahassee Democrat	• Tallahassee, FL	www.tallahassee.com	2004 - 2005
Translator, General Board of Global Ministries	• New York, NY	www.gb-gm-umc.org	2004
Researcher/Reporter United Methodist Communications	• Nashville, TN	www.umcom.org	2003
Interim Editor, The Brotherhood Journal	• New Albany, MS		2003
Reporter/Page Designer, The Democrat	• Senatobia, MS	www.thedemocrat.com	2002 / 2003
Ambassador, The Black College Fund	• Nashville, TN	www.gbhem.org/bcf	2001 - 2006
Editor-in-Chief / Webmaster, The Rustorian	• Holly Springs, MS	www.therustorian.com	2000 - 2004
Contributor Writer, The Mississippi Chronicle	• Holly Springs, MS		2000 - 2004

TECHNICAL SKILLS

Adobe Creative Suite 4 (Photoshop, InDesign, Dreamweaver, Illustrator, Flash, Acrobat), Microsoft Office, iWork '09 (iMovie, Pages, Keynote, Numbers), ProPresenter, Final Cut Pro, QuarkXPress, HTML, CSS, JavaScript and SQL.

HONORS AND AWARDS

1st place - Creative Publication by Lifetouch, Inc. - Collierville UMC. Most creative webmaster, Outstanding staff - South-eastern Jurisdiction. Who's Who Among African-American Students, Alpha Kappa Mu National Honor Society, Sunday School Honoree, President's List, Latino representative, Humanities Division's Student Appreciation, President of the International Students Association, Freshmen Orientation Leader, Phi Beta Sigma Inc. essay winner – Rust College.