**BIANCA MUSETTI**

Gainesville, FL | 954-536-2908 | bmuse001@fiu.edu | LinkedIn: QR Code

**EDUCATION**

**Florida International University (FIU)** **Miami, FL**

- Cumulative GPA: 3.59/4.00, Dec. 2020

- Major: Communications Minors: Social Media and E-Marketing Analytics, General Marketing

- Study Abroad: Shanghai, China  **PROFESSIONAL EXPERIENCE**

**Modern Nature Global Remote**

*Business Development Management* Feb 2020 – Present

* Generated over $14k revenue by onboarding 30+ VIPS clients through social media marketing
* Created a sales team of 11+ individuals and trained the team on digital marketing, sales, and customer retention

**Berkowitz & Associates Boca Raton, FL**

*Project Coordinator* Jan. 2016 - Present

* Managed excel database of invoices, court case evidence, medical documents and billing statements of clients
* Coordinated finance requirements with clients for SBA loan applications

**Florida International University Sweetwater, FL**

*Course Coordinator* March 2019 - July 2019

* Created over 100 course syllabi by writing course instructions, designing homepage visuals, and collaborating with instructors
* Provided quality testing for digital courses on FIU’s canvas page and reprogrammed button functionality as needed
* Optimized PDF’s through Adobe and provided close captions in videos to provide accessibility for students with disabilities

**Gustavo Ferrer MD Southwest Ranches, FL**

*Marketing Coordinator* Dec. 2018 - March 2019

* Managed YouTube, email, Instagram, Facebook and Google ads marketing
* Designed flyers, banners, and emails through Mailchimp to promote the release of the book “Graceful Exit”
* Created content using InDesign, Canva, and Lightroom for Ferrer's website, YouTube channel & social media

**Intensive Care Experts / ICE Pulmonary Network Aventura, FL**

*Assistant Director of Operations* Dec 2017 - Sep 2018

* Coordinated insurance eligibility, patient check in, co-pays, appointment scheduling and Pulmonary Function Tests
* Took vitals and managed the health files of each patient

**Soccer Camp: “**Fun in the Sun” **Weston, FL** *Founder/CEO*  Summers of 2014 - 2017

* Developed and executed a one-week girls soccer summer camp that generated $1500 profit for the week each summer.
* Self-marketed, invested in equipment, hired an assistant coach, leased a field, managed finances and made a profit.

**LEADERSHIP EXPERIENCE**

**Alpha Kappa Psi- The Professional Business Fraternity Miami, FL**

*President of Xi Sigma Chapter 2018 - 2019*

* Led chapter of 80+ members and E-board in further enhancing their knowledge on professional development and recruitment
* Created presentations regarding networking tips, email etiquette, elevator pitches, public speaking, and time management
* Mentored pledges by tailoring their resumes, conducting professional development activities, and teaching professionalism

**American Soccer Youth Organization AYSO Weston, FL**

*Director of U5, U6 and U10 Girls Soccer Division* 2014 - 2017

* Regulated 50+ recreational games, managed seasonal tournaments, and provided insight during division director meetings
* Coordinated games times, field assignments and uniforms distribution by communicating coaches, and division directors
* Created and evaluated teams in division U5, U6, and U10 with a balance number of players according to age and ranking

**OTHER**

* **Certifications:** Hubspot Content Marketing, Inbound Marketing, and Social Media Marketing
* **Skills:** Proficient in Microsoft Office, Adobe Spark, Wix Web design, Intermediate at Adobe Indesign, Intermediate at Lightroom
* **Languages:** Fluent in Spanish, English