

BRUNA ECKERSDORFF

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EDUCATION

University of Florida, Warrington College of Business
Bachelor of Science in Business Administration, Marketing

May 2029
Gainesville, FL

- GPA: 4.00/4.00

WORK EXPERIENCE

Quartile Digital

April 2025 – June 2025

Data & AI Intern

Remote

- Completed a structured onboarding program within a 5-member intern cohort, shadowing 5+ client meetings to learn client operations, account management processes, and internal performance reporting workflows
- Improved internal performance visibility by developing 2 ETL pipelines and executive dashboards in Domo that integrated 4–5 datasets across reporting systems for data-driven leadership decision-making
- Engineered 2 AI prompt templates adopted as pre-built internal resources, automating client performance tracking and pattern identification to reduce manual analysis time and improve employee efficiency

Keller Williams Realty Center – The Sandra Rathe Team

June 2024 – July 2024

Marketing Intern

Weston, FL

- Developed a marketing resource outlining the team's real estate sales process and property portfolio to strengthen client acquisition messaging, campaign positioning, and provide a reference for marketing and outreach initiatives
- Initiated outreach efforts to 10+ local businesses to secure campaign sponsorships, facilitating direct engagement between the team and prospective partners to expand strategic relationships and increase brand visibility

LEADERSHIP & INVOLVEMENT

Delta Sigma Pi – Beta Eta Chapter

February 2026 – Present

Brother

Gainesville, FL

- Completed an intensive 5-week program focused on strengthening professional and personal skills through hands-on training in resume and cover letter development, LinkedIn strategy, interview preparation, and networking
- Cleaned and analyzed ~10,000 retail records using Excel, Tableau, and Python, revealing trends that led to three strategic recommendations to optimize supply chain efficiency and product performance

SPARKS: The UF AMA Marketing Firm

August 2025 – Present

Market Research Consultant

Gainesville, FL

- Identified strategic growth opportunities for a nonprofit client by conducting secondary market research using IBISWorld and Mintel reports, nonprofit databases, and demographic analysis within a 3-member consulting team
- Evaluated fundraising strategies and digital presence of comparable organizations through competitive benchmarking of nonprofit websites and campaign messaging, uncovering key insights to inform strategic campaign development
- Synthesized insights on consumer behavior, industry trends, and competitive positioning, developing a comprehensive market research report to deliver recommendations to the client alongside SPARKS cross-functional departments

DECA Club

August 2021 – May 2025

DLC Director & Competitor

Weston, FL

- Competed in DECA business case competitions in Professional Selling and Integrated Marketing Campaign, earning 2 state-level awards and 1 international recognition through strategic presentations and marketing analysis
- Strengthened member competition readiness and leadership engagement by leading 3 professional development workshops focused on case analysis, competition preparation, and presentation strategy
- Directed chapter initiatives and leadership development by running officer meetings, delegating responsibilities across a 20-member leadership team, and coordinating planning for chapter events and activities

ADDITIONAL INFORMATION

Languages: English, Portuguese, Spanish (Limited working proficiency)

Technical Skills: Domo Platform, Canva, Certified in PowerPoint, Outlook, ESB, and Intuit Design for Delight Innovator

Interests: Traveling (Oxford Summer Program Participant), Exploring new restaurants, Volunteering, Psychology