

RAFAEL TOSTE DE CASTRO

Gainesville, Florida

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EDUCATION

University of Florida

Master of Science in Marketing (Combined Degree)

Bachelor of Arts in Economics

Bachelor of Science in Business Administration Major – Marketing

Gainesville, FL

May 2027

December 2026

December 2026

EXPERIENCE

University of Florida International Center

Marketing & Communications Intern

Gainesville, FL

August 2024 - Present

- Redesigned and manage multi-channel communications reaching 1,600+ students and 800+ faculty, leading content strategy across newsletters, social media, digital campaigns, and promotional materials to strengthen program visibility and engagement, increasing impressions by 52%, followers by 25.5%, posting frequency by 57.7%, and program enrollment by 341%.
- Advise 150+ students on e-portfolio strategy, helping them communicate their global experiences effectively.

Horizonte Imóveis

Digital Marketing & Analytics Intern

São Paulo, Brazil

May 2026 – July 2026

- Optimized Google and Meta Ads campaigns, reducing average cost per click by 57%, while increasing monthly sales by 133%.
- Recognized gaps in the company's social media strategy and automated AI-powered content creation, increasing weekly production from 2 to 11+ posts and building an archive of 300+ customized property assets for brokers to share with clients.

Arena Oriente

Growth Marketing Intern

São Paulo, Brazil

May 2025 – August 2025

- Identified underused hours through customer behavior, occupancy, and competitor analysis, then developed and launched targeted events, tournaments, and pickup programs, increasing off-peak occupancy by 76% and monthly revenue by 31%.
- Developed brand guidelines and produced 40+ social posts, increasing engagement by 122% and followers by 35%.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

SPARKS: The UF Marketing Firm

Account Manager

Gainesville, FL

April 2026 – Present

- Direct market research strategy across 7 client teams and lead 21 consultants, assigning talent, coaching analysts, reviewing research, and delivering training that transforms data from 15+ databases into evidence-based client recommendations.

Account Manager

April 2025 – May 2026

- Led a 9-consultant cross-functional team for Lubee Bat Conservancy, managing client communication and transforming insights from a 128-respondent survey, 1,700-keyword SEO audit, and brand evaluation into membership and growth strategies.
- Delivered client-adopted recommendations that contributed to a 17.1% revenue increase and helped secure the account's renewal.

Market Research Analyst One

January 2025 – May 2025

- Selected as the department's top-performing analyst to advise Belkin on the strategic positioning of its Auto-Tracking Stand Pro.
- Analyzed 200+ consumer reviews, surveyed 180+ students, and evaluated 2,000+ keywords, informing a product rename, revised Walmart copy, and a \$5,000 monthly SEO and advertising strategy, earning the IGNITE and Peak Performance Awards.

Market Research Analyst

August 2024 – December 2024

- Developed a growth strategy for Samba using 160+ survey responses and competitive analysis, winning 1st in the Case Competition and Department MVP, while securing an activation that generated \$720 in revenue, \$504 in profit, and 233% ROI.

The Agency

Data Analyst

Gainesville, FL

May 2025 – Present

- Analyze consumer behavior, SEO, competitive positioning, and digital performance across 5 client accounts, leveraging SEMrush, Rival IQ, and UF research databases to uncover actionable insights that improve campaign performance by 27%

SKILLS & INTERESTS

- **Tools:** Excel, PowerPoint, Qualtrics, SEMrush, Rival IQ, R, Google Analytics, Power BI, Canva, Mailchimp, Hootsuite
- **Research Databases:** IBISWorld, Mintel, Statista, MRI-Simmons, SimplyAnalytics, Data Axle, D&B Hoovers, Passport, WARC
- **Languages:** Portuguese (Native), English (Fluent), Spanish (Intermediate)
- **Interests:** Volleyball, Soccer, Formula 1, Travel, Harry Potter, Consumer Behavior, Global Marketing, Research & Insights