



# Mayara Sousa

## Digital Transformation Specialist

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### SUMMARY

Independent strategist blending brand clarity, digital design, and emerging AI capabilities to help creative businesses grow with intention. With 5+ years of hands-on experience in branding and web development, I now focus on integrating generative AI and ethical innovation into business strategy. Currently pursuing an MBA in Artificial Intelligence for Business to evolve my practice into digital transformation consulting. Passionate about future-forward systems, sustainable tech, and building boutique solutions that are as thoughtful as they are scalable.

### WORK EXPERIENCE

#### Founder & Brand Strategist

03/2020 – Present

Self-Employed • Czech Republic

- Led end-to-end brand and digital strategy projects for women-led startups and boutique businesses across Europe and Latin America.
- Developed scalable brand identities, UX-driven websites, and e-commerce platforms (Shopify, WooCommerce) aligned with client business models.
- Integrated generative AI into creative workflows — accelerating wireframing, prototyping, and content development using tools like ChatGPT and Midjourney.
- Advised clients on digital operations, automation opportunities, and no-code systems to optimize business processes.
- Currently expanding into AI consulting and ethical tech implementation through ongoing MBA studies.

#### Marketing & Sales Assistant Manager

09/2019 – 01/2020

MSC Cruises • Italy

- Executed high-revenue marketing campaigns including Black Friday and seasonal sales across onboard retail platforms.
- Created aligned visual assets and oversaw merchandising to maintain premium brand experience.
- Trained junior staff and optimized sales team performance through structured workshops and coaching.

- Managed boutique operations including inventory, merchandising, logistics, and reporting.
- Provided insight-driven reports to improve product offerings for global, multicultural cruise audiences.
- Recognized for service excellence and team leadership.

EDUCATION

BA in Multimedia Arts

Centro Universitário Belas Artes de São Paulo • Brazil

2021 – 2023

MBA in Artificial Intelligence for Business

• Remote/Brazil

2025 – Present

SKILLS

Brand Strategy

Visual Identity

Marketing Strategy

UX Strategy

Wireframing

Rapid Prototyping

WordPress

Shopify

Builder.io

Notion

Google Analytics

HTML

CSS

JavaScript

Prompt Engineering

Copywriting

Client Management

Service Excellence

Digital Transformation

Creative Operations

Ethical AI

Prompt Engineering

GenAI Tools

ChatGPT

Midjourney

Figma, Adobe Illustrator, Photoshop

ACHIEVEMENTS

- The Break Fellowship – Top 10% Selection

  - EU-funded program supporting women entrepreneurs with international business training and strategic development residency in Spain.
- Employee of the Month

MSC Cruises

  - Recognized for high-impact performance and leadership, Oct 2019.

LANGUAGES

