

Ana Rafaella Berretta

Translation - Business

CONTACT

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PROFILE

I'm a lifelong reader and a huge fan of new technologies.
At BB I was always testing innovations, both for internal and external use, for customers.

ACADEMIC EDUCATION

Bachelor of Arts with translator qualification -
French and Italian languages
UNESP - IBILCE, 1995 to 1998

Executive MBA in Financial Business Management
IBMEC, 2011 to 2012

LANGUAGES

Native Portuguese. Fluent English. Spanish
intermediary. Advanced French. Advanced Italian.

AREAS OF INTEREST

Translation, administrative, financial, customer relations. I'm interested in different areas, I like using YouTube and Ted to explore.

SOCIO-EMOTIONAL SKILLS

I am open to challenges and new experiences, I like to understand processes and discover how to do things better.

PROFESSIONAL TRAINING

Translation bootcamp - PUC PR extension (Jan-Mar/2023): translation practice

EF Washington (octobre/2016): English course

Scuola Dante Alighieri Siena (april/2000): Italian language and culture course

PROFESSIONAL EXPERIENCE

I worked in different positions at BB, in different cities, mostly customer service. This helped me develop a differentiated vision to identify problems and solutions.
I was the first manager of Agência Estilo where I worked to do real estate credit, real estate credit portability and rural credit.
My experience as a Piticas franchisee helped me look at the business from the owner's perspective.

Esenca Marketing (2022): BI, Administrative.

I joined to help set up the agency's Business Intelligence sector. Then I moved to the Administrative and Financial sector, to structure it. As most of the agency's clients are connected to blockchain, I developed knowledge about blockchain, cryptoassets, NFT, web3.

Piticas (2019-2021): Franchisee.

As a franchisee, I learned how to sell directly at the kiosk to customers, how to use the sales system, launch sales, place orders, monitor sales reports. After the team was formed, I started to manage it, while taking care of the administrative and financial aspects of the company.

Banco do Brasil (1999-2019): Clerk, Teller, Administrative Manager, Style Relationship Manager, Superintendency Advisor.

During my time at BB, I learned how to deal with and serve different audiences and needs, selling BB products and services. Always learning and evolving with daily challenges.