

# 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.