

# Taline Alonso da Silva

Curriculum vitae

June 10<sup>th</sup>, 2021

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Santo Andre, SP, Brazil  
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## EDUCATION

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**B.A.** in Communication, 2020 (GPA 4.00)  
The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

## RESEARCH INTERESTS

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Religion and Gender. Identity. Social Psychology. Anthropology of Religion. Sociology of Religion.

## PROFESSIONAL EXPERIENCE

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**Online Clothing Store for Christian Women (Carlota na Toca)** (05/2020 - Current)  
Self-employed  
Fashion Trends Forecasting  
Micro and Macro Trends (from an Anthropological and Sociological Perspective)  
In-depth Research

**Consumer Insights Consultancy** (04/2021- Current)  
Self-employed  
Data Analysis of Consumer Behavior over time  
Micro and Macro Trends (from an Anthropological and Sociological Perspective)

## RESEARCH EXPERIENCE

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### **Christian Women's Behavior**

Private Company.  
Qualitative Research. In-depth Interview with Brazilian Christian Women in person  
Carlota na Toca Company, São Paulo, SP, Brazil

### **Christian Women's Online Buying Behavior Analysis**

Private Company.  
Quantitative Research. Metrics from Social Media Reports.  
Carlota na Toca Company, São Paulo, SP, Brazil

**The Fans Relationship and the Mainstream: A Study of Black Mirror's Fans Behavior towards the Massification of the Series** (08/2019 - 12/2020)

Final Project.

Documentary Research

Literature Review

Netnography and In-depth Interviews with Black Mirror's Fans

The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**The Girl on the Bench: Non-verbal Communication** (03/2018 - 10/2018)

Passive Observation of College Students' Behavior for 6 months sitting on a bench

The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**Behavior Analysis of The Propaganda and Marketing Superior School's Undergraduate Students** (03/2017 - 06/2017)

Demographic Data Analysis

The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**UNDERGRADUATE EXPERIENCE**

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**Research Assistant** (03/2018 – 10/2018)

Ethnographic Research

The Other and I in the City by CNPq, Brazil

**Research Assistant** (03/2017 - 06/2017)

Quantitative Research

Marketing Research Center, The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**Class Representative** (02/2017 - 02/2018)

The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**UNDERGRADUATE AWARDS**

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**Final Project Award, 2020**

Nominated to the Best Final Project Award of The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**Marketing Plan Award, 2018**

Best Marketing Plan of Spring 2018 of The School of Higher Education in Advertising and Marketing for Unilever Company (with focus on In-depth Research), São Paulo, SP, Brazil

**Marketing Plan Award, 2018**

Best Marketing Plan of Fall 2018 of The School of Higher Education in Advertising and Marketing for SoulComm (Startup), São Paulo, SP, Brazil

## **PUBLICATIONS**

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**The Girl on the Stool: Non-verbal Communication** (08/22/2018)  
Nota Alta's Blog: [https://notaalta.espm.br/fala\\_aluno/a-menina-no-banquinho](https://notaalta.espm.br/fala_aluno/a-menina-no-banquinho)

## **EXPERIENCE ABROAD**

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**English Course** (01/2019 – 03/2019)  
ELS, Houston, TX, United States

**Cultural Exchange Program** (05/2013 – 05/2013)  
Music Group Leader  
Newbold College of Higher Education, London, UK

## **SHORT COURSES**

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**Can Women Preach in Church?** (10/2021-10/2021)  
A Lesson on the role of Women in the churches

**Anthropology of Consumption and Applied Netnography** (09/2021-09/2021)  
The School of Higher Education in Advertising and Marketing, São Paulo, SP, Brazil

**Standard Professional Certificate Course in Marketing** (03/26/2019 - 04/22/2019)  
Stafford House, Boston, MA, United States

**Standard Professional Certificate Course in Project Management** (04/23/2019 - 05/20/2019)  
Stafford House, Boston, MA, United States

**Standard Professional Certificate Course in Business Management** (05/21/2019 - 06/14/2019)  
Stafford House, Boston, MA, United States

## **COMMUNITY SERVICE AND EXTRACURRICULAR ACTIVITIES**

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### **Blogger - Young Christian Women's Life** (05/2020 - Current)

Carlota's blog: [www.instagram.com/carlotanatoca](http://www.instagram.com/carlotanatoca)

- Chapters written and inspired in the daily life of Young Christian Women
- Brand Humanizing Strategy

### **Low-income Young Christian Women's Service** (05/2010 - Current)

○ Provide help with Clothing and Basic Food Baskets for Low-income Young Christian Women in Brazil  
Christian Congregation in Brazil (CCB), São Paulo, SP, Brazil

### **Devotional Study Group for Christian Girls** (03/2021- Current)

- Founder
  - Bible Study based on concepts such as Hermeneutics and Exegesis
- São Paulo, SP, Brazil

### **Kitchen Assistant** (04/2019 – 05/2019)

- Assisting visitants with Lunch and Dinner
  - Cleaning and Organization
- Boston Rescue Mission, Boston, MA, United States

### **Charity Lunch for United World Schools (UWS)** (05/2019-06/2019)

- Staff
  - Organization
  - Cleaning
- Stafford House, Boston, MA, United States