



NAYANA TOTMAN

FOUNDER | EXECUTIVE CONSULTANT
IN PUBLIC RELATIONS, STRATEGIC MARKETING
AND CORPORATE COMMUNICATIONS

EXECUTIVE PROFILE

Nayana Totman is a communication strategist, public relations and marketing professional with 23 years of international experience. She combines strategic vision and execution to build brand reputation and generate sustainable value for businesses.

As the founder of Totman PR & Marketing Consulting, she advises companies, organizations and leaders in the creation of integrated communication strategies that generate measurable impact, strengthen relationships and drive growth.

“We build solid reputations, meaningful relationships and results that drive the future of business.”



STRATEGY • REPUTATION • GROWTH

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STRATEGY REPUTATION GROWTH

ABOUT NAYANA TOTMAN

With a strong academic background, multicultural experience and strategic business vision, Nayana develops tailored solutions that strengthen brands, connect people and create value for clients, investors and stakeholders.

Her work is guided by excellence, ethics, creativity and an unwavering commitment to measurable results.

MISSION



To empower organizations through strategic communication that generates measurable impact.

VISION



To be one of the world's most respected communication consultancies.

ACADEMIC BACKGROUND



EDAPA – Campinas School of Civil Aviation
Civil Aviation Program – Technical Aviation English Emphasis



METROCAMP – Metropolitan University of Campinas
Integrated Communication / Public Relations



University of South Carolina – Columbia, USA
English as a Second Language (ESL) – Program accredited by CEA (Commission on English Language Program Accreditation)



The International School of Hospitality (TISOH) – Las Vegas, USA
Executive Diploma in Hospitality Management



Instituto Superior FD – Taboão da Serra
Psychoanalysis (In progress)
Psychoanalysis Program (Currently Enrolled)

PROFESSIONAL EXPERIENCE



Walt Disney World Resort
Orlando, Florida
Support in guest services, providing exceptional customer experience and contributing to one of the world's leading tourist destinations.



Marriott International
New Jersey
Focus on guest relationship, premium service and delivering an experience aligned with global excellence standards.



Santander Bank
Massachusetts
Solid experience in the banking sector, strengthening customer relationships, demand management and personalized financial solutions.



Crosspoint Associates
Massachusetts
Responsible for corporate relationship management, a network of approximately 680,000 sq ft of managed properties, including activities in 22 office buildings with a focus on efficiency, organization and outstanding customer service.

EXECUTIVE ASSISTANT TO THE DIRECTOR OF COMMUNICATIONS

FACULDADES INTEGRADAS METROPOLITANAS DE CAMPINAS 2004 – 2009

POSITION SUMMARY

The Executive Assistant to the Director of Communications played a strategic and operational role in supporting the Communications Department of a higher education institution with approximately 6,000 students, 300 faculty members, 200 staff members, four campuses, 18 undergraduate programs and a team of 12 communication professionals.

The position provided direct support to the Director of Communications, the President's Office, academic leadership and administrative departments.

Coordinated institutional communication initiatives, strengthened the institution's image and ensured alignment of actions with strategic goals, driving excellence and efficiency.

KEY RESPONSIBILITIES



EXECUTIVE SUPPORT TO THE DIRECTOR

- Manage the director's executive agenda.
- Organize strategic meetings and follow-ups.
- Prepare executive presentations for the President, leadership and board.
- Support decision-making processes.



INTERNAL COMMUNICATION

- Develop communication campaigns for faculty and staff.
- Produce newsletters and internal bulletins.
- Distribute official communications and ensure alignment.
- Support communication initiatives across departments.



EVENT MANAGEMENT

- Coordinate institutional and academic events.
- Organize official ceremonies and protocols.
- Support graduation ceremonies.
- Supervise vendors and support teams.



CONTENT DEVELOPMENT

- Write institutional content.
- Prepare materials for website, newsletters and publications.
- Produce institutional videos.



MEDIA RELATIONS

- Support press releases.
- Coordinate media interviews.
- Maintain a media contact database.
- Monitor media coverage about the institution.



ADMINISTRATIVE COORDINATION

- Support daily team operations.
- Control deadlines and production requests.
- Organize priorities according to institutional objectives.
- Maintain physical and digital records organized.



DIGITAL COMMUNICATION

- Plan and coordinate content for social media.
- Maintain and update the website.
- Support digital marketing campaigns.
- Monitor analytics and communication metrics.



ACADEMIC SUPPORT

- Main point of contact between the Communications Department and the 18 undergraduate programs.
- Coordinate design, printing and promotion requests.
- Organize communications for academic events.



PROJECT MANAGEMENT

- Oversee strategic communication projects.
- Monitor deadlines and deliverables.
- Maintain project documentation.
- Support reports for senior management.



INSTITUTIONAL RELATIONSHIPS

- Maintain relationships with government agencies and external organizations.
- Support community and cultural engagement.
- Evaluate partnerships and sponsorship programs.
- Represent the Communications Department in councils and committees.
- Strengthen the institution's visibility in relevant forums.



PERFORMANCE MONITORING & EVALUATION

- Prepare periodic performance reports.
- Monitor communication indicators.
- Evaluate campaign effectiveness.
- Identify opportunities for continuous improvement.
- Provide feedback that supports strategic decision-making.



TECHNICAL SKILLS

- Institutional Communication
- Strategic Marketing & PR
- Team Leadership & Management
- Project Management
- Content Production
- Branding & Reputation Management
- Data Analysis & Reporting



BEHAVIORAL SKILLS

- Leadership & Organization
- Excellent Communication
- Results-Oriented
- Problem Solving
- Focus & Strategic Vision
- Innovative Mindset
- Adaptability
- Teamwork
- Ethical Work