

JULIANA MÜLLER

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EDUCATION

Rice University, *Houston, TX*

May 2026

Bachelor of Arts in Cognitive Sciences | Minor in Sociology | Certificate in Spanish and Intercultural Communication

Trustee Distinguished Scholarship, International Rice Grant Recipient

Cumulative GPA: 3.92/4.00

EXPERIENCE

Founder and Producer | Historiar-te | YouTube, *Remote*

August 2018 - Present

- Launched and produce Historiar-te, an educational platform designed to deliver engaging content to Portuguese speaking students and non-traditional learners, amassing 300k+ subscribers and 8+ million views since inception in 2018.
- Broadcast videos on Brazilian television channels including Conexão Escola TV, owned by the Federal University of Goiás, and Centro de Mídias de São Paulo, owned by the Brazilian Department of Education.
- Oversee production process, from scriptwriting and historian collaboration to animation and editing, ensuring high-quality, entertaining videos that accommodate learners with ADHD and dyslexia.

Consumer Insights & Market Intelligence Externship | Beats by Dr Dre | *remote*

October 2024

- Conduct consumer trends research, focusing on audio industry and GenZ behaviors, identifying driving factors.
- Execute end-to-end consumer research; from scoping to data analysis and participant engagement.
- Develop interpersonal skills and public speaking prowess, effectively presenting findings to live remote audiences with clarity.

Director of International Undergraduate Orientation | Rice University | *Houston, TX*

January - August 2024

- Organized and implemented orientation sessions focused on academic expectations, cultural adjustment, and campus resources tailored to the unique needs of 170 international students.
- Managed a team of 15 student leaders and staff, coordinating logistics, training, and communication to deliver a cohesive and supportive orientation experience.

Marketing and Content Creation | Enseñá por Argentina | *Buenos Aires, Argentina*

May - July 2024

- Created and executed targeted marketing campaigns to attract diverse and committed individuals to join the Argentina's Teach for All national program, working in collaboration with local offices.
- Produced creative recruitment materials that resonated with individuals passionate about social change through education, documenting personal experiences and refining storytelling.

Leader for Tomorrow | United Nations Office for Disarmament Affairs | *New York, NY*

October 2022

- Collaborated with international peers to create action plans for advocating disarmament at the grassroots level, developing public awareness campaigns through videos and infographics to promote peaceful conflict resolution.
- Selected due to previous experience working in peace projects with the Charney Resolution Center at the Eastern Mediterranean International School, boarding school in Tel Aviv with the goal of bringing together Israelis and Palestinians.

AWARDS AND HONORS

- **Loewenstern Fellowship in International Critical Service and Civic Research**, Rice University, 2024
- **YouTube Creator Awards**, Silver Button Award, 2021
- **Partnership Program Learn at TikTok (#AprendaNoTikTok)**, 2021
- **Featured Speaker at Enlighted International Conference on Education**, October 2021 - São Paulo, Brazil

SKILLS

- **Languages:** Portuguese (Native), English (Fluent), Spanish (Fluent)
- **Software:** MS Office Suite, MATLAB, Figma, Krita, Camtasia Studio, Jamovi, Canva