Treinamento MMEs

Overview

Treinamento MMEs is a preparatory project designed to simulate the second phase of the admission process for the Albert Einstein Medical School (Sao Paulo, Brazil), specifically focused on preparing candidates for Multiple Mini-Interviews (MMEs). These interviews assess socio-emotional skills like communication, empathy, critical thinking, and teamwork through a series of eight stations, where candidates are exposed to scenarios similar to those in the official selection process.
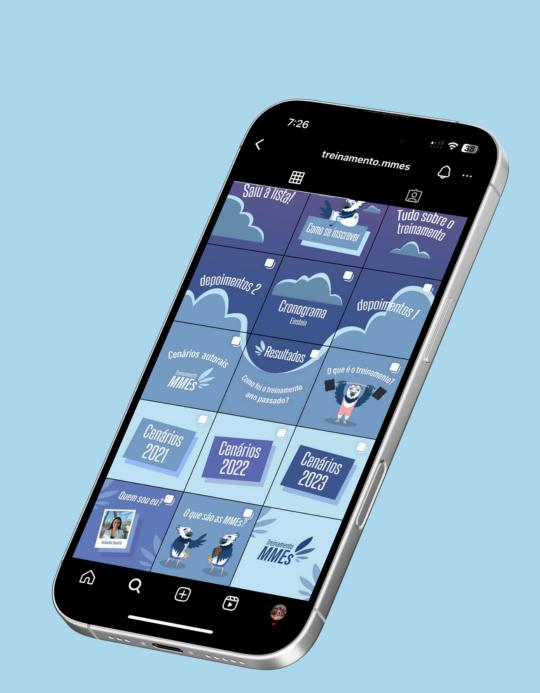
The training provides a real-time simulation, both online and in person, mimicking the interview format to help candidates perform their best and reduce anxiety. After the training, participants receive personalized feedback and a comprehensive digital booklet with tips, scenarios, and guidelines to improve their performance.

Contributions

In Dec 2022, when I joined Treinamento MMEs, I helped rebrand the project while improving its marketing strategy. My role involved creating a business plan, setting marketing goals, and working with Giovanni Favaretto to develop the brand's identity. These steps helped improve the project's overall presentation and made it more attractive to potential clients.

One of my tasks was helping launch and manage the project's Instagram page, to engage with customers and reach a wider audience. By focusing on targeted outreach, we were able to grow the customer base and increase revenue, helping the project reach more students.

Accomplishments

- Increased in 100% the customer base (compared to 2022)
- Increased revenue in 192% (compared to 2022)
- Redesigned practice interview handouts
- Rebranded and redesigned visual identity of the business
- Launched Instagram Page that allowed better interaction, outreach of customers, and engagement strategies
- Enhanced professionalism and visibility of the business, achieving higher profitability and a broader audience.

+100%
Customer Base

+192%
Revenue

@treinamento.mmes on Instagram | Dec 2022 - Dec 2023