

# William Ferraz de Santana

Graduate Research Fellow  
Department of Sport Management  
College of Health and Human Performance  
University of Florida  
Gainesville, FL 32611  
Phone: (352) 757-7638 | E-mail: wf.santana@ufl.edu

## EDUCATION

---

**UNIVERSITY OF FLORIDA**, Gainesville, FL, United States 2023 – 2027  
Ph.D. in Health and Human Performance  
Specialization: Sport Management  
Advisor: Kyriaki Kaplanidou, PhD

**UNIVERSITY OF SAO PAULO**, Sao Paulo, Brazil 2020 – 2022  
M.Sc. in Physical Activity Sciences  
Specialization: Physical Activity in Health Promotion  
Thesis: Cheerleading in the Olympic Games: new perspectives for the Brazilian sports scenario  
Advisor: Ricardo Ricci Uvinha, PhD

**UNIVERSITY OF SAO PAULO**, Sao Paulo, Brazil 2014 – 2018  
B.S. in Physical Education  
Thesis: Men's artistic gymnastics and competition: analysis of the regional games and open games in Sao Paulo state  
Advisor: Michele Vivienne Carbinatto, PhD

## RESEARCH INTERESTS

---

- Sports Management
- Sport for Social Change
- Olympic Games
- Diversity, Equity, and Inclusion
- Gymnastics and Cheerleading

## PUBLICATIONS

---

### *Peer-reviewed Journal Articles*

5) **Santana, W.F.**, Oliveira, M.H., Uvinha, R.R. (2022). Are the Olympics up-to-date? Measures taken by the IOC to enhance gender equality in the Games. *Olimpianos Journal of Olympic Studies*. DOI: 10.309370/2526-6314.v6.id156

4) **Santana, W.F.**, Tavares, G., Pires, L.C., Romano, F.S., Lusby, C., Oliveira, N.R.C., Uvinha, R.R. (2022). The impact of the pandemic of COVID-19 on the decrease of physical activity in Sao Paulo city residents during the quarantine period. *Motriz. Rev. Educ. Fís.* 28:10224. DOI: 10.1590/s1980-657420220016521

3) **Santana, W.F.**, Waureck, A. (2022). Innovation through marketing: experiences in micro and small companies in the city of São Paulo with the SEBRAE's ALI project. (Journal of Entrepreneurship and Management of Micro and Small Enterprises. DOI:10.29327/237867.7.2-2 - Published in Portuguese

2) **Santana, W.F.** (2022). An innovative experience in school physical education: report on cheerleading practice among children and adolescents. Themes in School Physical Education. DOI: 10.33025/tefe.v7i0.3605) - Published in Portuguese

1) Lima, L.B.Q., Silva, P.P., Schiavon L.M., **Santana, W.F.**, Carbinatto, M.V. (2017). Regional Games and Sao Paulo State Open Games: political influences on the development of artistic gymnastics. *Brazilian Journal of Physical Education and Sport*. 31:13. DOI: 10.11606/1807-55092017000v31s10001 - Published in Portuguese

### ***Journal Articles (In Progress)***

2) **Santana, W.F.**, Kaplanidou, K., Uvinha, R. R. History and development of the Brazilian Competitive Cheerleading. (target journal: *The International Journal of the History of Sport*)

1) Pires, L.C., **Santana, W.F.**, Romano, F.S., Tavares, G., Takayanagi, J.F.G.B., Lusby, C., Oliveira, N.R.C., Uvinha, R.R. Mental Health, Resilient Coping Strategies and Hope of Sao Paulo City Residents During the Period of Social Detachment in the COVID-19 Pandemic. (submitted)

### **GRANTS, HONORS AND AWARDS**

---

**3<sup>rd</sup> Best Master Thesis** 2023  
Brazilian Association of Sport Management (ABRAGESP)  
Prize received during the 4<sup>th</sup> edition of the Brazilian Conference of Sport Management (CBGE) in Brasilia, Brazil, in December of 2023 in recognition

**UF SPM PhD Research Funding** 2023  
Student research proposal competition award granted by the University of Florida's department of Sport Management for data collection towards the research proposal titled: *The Trickle-Down Effect: Long-term Effects of an Olympian Brazilian Gymnast Athlete on Community Sport Development*

- Prize money of US\$ 500

**Graduate School Funding Award (GSFA)** 2023-2027  
University of Florida  
Fully funded distinguished 4-year research fellowship plus tuition waiver awarded by the University of Florida's College of Health and Human Performance for the Ph.D. based on academic achievements and research potential.

**Certificate of Excellence** 2022  
Olympic Studies Forum  
Certificate received for achieving the highest score in the presentation of the work: "Cheerleading at the Olympic Games? Possibilities for the development of the sport in Brazil."

**2<sup>nd</sup> Best Research Project** 2021

**Santana, W.F.**, Oliveira, M.H. Working for Gender Equality in the Olympic Games: the possibilities of Olympism to improve gender-balanced participation". Presented at the 4th IV Forum of Sport for Development and Peace 2021 from the call "The potential of Sport to achieve the Sustainable Development Goals (SDG)". Partnership by UNESCO and the Guatemaltecan Olympic Committee.

- Prize money of US\$ 1600.

**Research Assistantship** 2020 – 2021

Brazilian Micro and Small Business Support Service (SEBRAE), Sao Paulo, Brazil.  
Funded by National Council for Scientific and Technological Development (EXP-SB /CNPq)

- The approximate total value was BRL98.000,00.

**Commencement speaker** 2019

Degree ceremony of the Physical Education at the University of Sao Paulo Class of 2018

**Undergraduate Teaching Assistantship** 2015 – 2018

Faculty of Education of the University of Sao Paulo, Sao Paulo, Brazil.  
Funded by the Unified Scholarship Program of the University of Sao Paulo

- Approximate total value of BRL14,400,00

**Award to the project of Gymnastics for All at the School of Application** 2017

From the Fomentation of Culture and Extension Initiatives – Partnership between the University of Sao Paulo and the Santander Bank

- Approximate total value of BRL10,000.00

**Undergraduate Research Assistantship** 2016 – 2017

School of Physical Education and Sport of the University of Sao Paulo  
Funded by National Council for Scientific and Technological Development (PIBIC/CNPq)  
Approximate total value of BRL4.800,00

## **RESEARCH EXPERIENCE**

---

**Graduate Research Fellow** 2023 – 2027

College of Health and Human Performance, University of Florida, Gainesville, FL, US

**Funding:** Graduate Student Funded Award Fellowship– University of Florida

**Supervisor:** Kyriaki Kaplanidou, PhD

- Conducting scientific research to publish in peer-reviewed academic journals
- Supporting a designated faculty member in their research and publication efforts as a contributing author
- Engaging in research tasks as part of the Innovative Research Initiatives in Sport Events lab (I-RISE) team
- Delivering research findings at both academic and business conferences

**Research Assistant** 2020 – 2023

Productivity strategies for small businesses in Sao Paulo

Brazilian Micro and Small Business Support Service (SEBRAE), Sao Paulo, Brazil.

**Funding:** National Council for Scientific and Technological Development (EXP-SB/CNPq) and SEBRAE

**Supervisor:** Ariadne Waureck, PhD

- Mentored in leadership and time management

- Taught organization skills to local entrepreneurs
- Developed of marketing and communication strategies
- Implemented Design Thinking, Data Analysis, and Agile Methodologies in Sao Paulo's Businesses

**Graduate Research Assistant (Volunteer)** 2020 – 2023

Physical Activity and Coping Strategies (PACS) during the COVID-19 pandemic: a multiple country comparison study  
School of Arts, Sciences and Humanities of the University of Sao Paulo, Sao Paulo, Brazil.

**Supervisor:** Ricardo Uvinha, PhD and Nara Oliveira, PhD.

- Developed strategies to apply the studied protocol at various facilities to gather data
- Organized and attended meetings regarding the research during every stage
- Acquired great experience with research planning and group organization
- Led their first national article with this Brazilian database

**Undergraduate Research Assistant** 2015 – 2017

Athlete Development and Sport Pedagogy

School of Physical Education and Sport of the University of Sao Paulo, Sao Paulo, Brazil.

**Funding:** National Council for Scientific and Technological Development (PIBIC/CNPq)

**Supervisor:** Michele Carbinatto, PhD

- Gained experience with qualitative research methods
- Conducted data collection in every artistic gymnastics facilities of Sao Paulo state
- Attended project meetings with publications, presentations, and discussions

## **ACADEMIC EXPERIENCE**

---

**Teaching Assistant** 2015 – 2018

Gymnastics for All at the School of Application (GYMNUSP)  
Faculty of Education of the University of Sao Paulo, Sao Paulo, Brazil.

**Funding:** Unified Scholarship Program of the University of Sao Paulo

**Award:** Fomentation of Culture and Extension Initiatives – USP/SANTANDER

**Supervisor:** Monica Ehrenberg, PhD

- Taught acrobatic elements to teenage students
- Created choreographies for presentation at different national and international events
- Presented academic research posters related to the project in conferences

**Teaching Assistant (Volunteer)** 2018 – Fall

Historical Dimensions of Physical Education and Sport  
School of Physical Education and Sport of the University of Sao Paulo, Sao Paulo, Brazil.

**Supervisor:** Katia Rubio, PhD

- Joined the Olympic Studies Group (GEO-USP) to the Olympism in Action Forum during the Youth Olympic Games in Buenos Aires in 2018

## **CONGRESS AND CONFERENCES**

---

**Poster presentation**

16) **Santana, W.F., Uvinha, R.R.** (2022). The profile of a cheerleading coach in the city of Sao Paulo. International Congress of Sports Pedagogy. Piracicaba, Brazil

- 15) **Santana, W.F.**, Uvinha, R.R. (2022). Innovative practices in physical education: experience with cheerleading in children and adolescents. International Congress of Sports Pedagogy. Piracicaba, Brazil
- 14) **Santana, W.F.**, Uvinha, R.R. (2022). Cheerleading in the Olympic Games? New perspectives for the Brazilian Sports Scene. Olympic Studies Forum 25<sup>th</sup> Edition. Juiz de Fora, MG, Brazil
- 13) **Santana, W.F.**, Tavares, G., Pires, L.C., Lusby, C., Oliveira, N.R.C., Uvinha, R.R. (2021). The impact of the pandemic of COVID-19 on the decrease of physical activity in São Paulo city residents during the quarantine period. 13<sup>th</sup> Brazilian Congress of Physical Activity and Health. Manaus, AM, Brazil
- 12) **Santana, W.F.** Pires, L.C., Oliveira, N.R.C. (2021). Physical Activity and Coping Strategies During the Covid-19 Pandemic: A Comparative Study. Academic Congress of UNIFESP. Santos, SP, Brazil
- 11) Oliveira, M.H., **Santana, W.F.**, Toledo, E. (2019). Profile of sponsors of international artistic gymnastics events held in Brazil: reflections for the promotion of the sport. Brazilian Congress of Sports Management, Sao Paulo, Brazil
- 10) **Santana, W.F.**, Cruz, A., Ehrenberg. (2018). Gymnastics for all as a practice incentive: experience in the School of Application of the Faculty of Education of the University of Sao Paulo. VIII International Forum of Gymnastics for All, Campinas, SP, Brazil
- 9) **Santana, W.F.**, Carbinatto, M. (2018). Profile of the male artistic gymnastics coaches with expressive results in the Sao Paulo state open games. International Congress of Sports Pedagogy. Campinas, SP, Brazil
- 8) **Santana, W.F.**, Rubio, K. (2018). Gender and Olympism: sexism in the universe of eSports. 1st Brazilian Congress of Electronic Games e-Sports. Lavras, MG, Brazil
- 7) **Santana, W.F.** (2017). Building the Olympic spirit through volunteer experience in artistic gymnastics at the Rio Games. VII Olympic Studies Seminar. Sao Paulo, SP, Brazil
- 6) **Santana, W.F.**, Carbinatto, M. (2017). Men's artistic gymnastics and competition: analysis of the regional games and open games in Sao Paulo state. 25<sup>th</sup> International Symposium on Scientific and Technological Initiation at USP. Sao Paulo, SP, Brazil
- 5) **Santana, W.F.**, Oliveira, Y.P., Cruz, A., Ehrenberg., Carbinatto, M.C. (2016). Gymnastics for All in School: An Experience at the School of Education of the University of São Paulo. VII International Forum of Gymnastics for All, Campinas, SP, Brazil
- 4) Pires, P.P., **Santana, W.F.**, Carbinatto, M. (2016). Profile of Coaches in Women's Artistic Gymnastics with Outstanding Results at the São Paulo Open Games. International Congress of Sports Pedagogy. Campinas, SP, Brazil
- 3) **Santana, W.F.**, Pires, P.P., Carbinatto, M. (2016). Men's Artistic Gymnastics: Profile of Coaches with Outstanding Results at the São Paulo Open Games. International Congress of Sports Pedagogy. Campinas, SP, Brazil
- 2) **Santana, W.F.**, Pires, P.P., Carbinatto, M. (2015). Men's Artistic Gymnastics: Profile of Coaches with Outstanding Results at the São Paulo Open Games. 23<sup>rd</sup> International Symposium on Scientific and Technological Initiation at USP. Sao Paulo, SP, Brazil

1) **Santana, W.F.**, Pires, P.P., Carbinatto, M. (2015). Men's Artistic Gymnastics: Profile of Coaches with Outstanding Results at the São Paulo Open Games. IV International Seminar on Artistic and Rhythmic Competitive Gymnastics (SIGARC). Sao Paulo, SP, Brazil

## **PROFESSIONAL EXPERIENCE**

---

### **Cheerleading Coach** **2019- 2023**

School of Communication and Arts (ECAUSP), Sao Paulo, Brazil

Coach of the GOLDENS ECA-USP varsity college cheerleading team level 2.1.

Achievements:

- 2019 - 5th place TEAM CHEER CPU
- 2022 - 1st place TEAM CHEER CPU
- 2023 - 1st place TEAM CHEER GOLDENS JUBs FASE SP
- 2023 - 3rd place TEAM CHEER JUCA

### **Sports Manager – Cheerleading**

**2019-2023**

Sao Paulo University Sports Federation (FUPE), Sao Paulo, Brazil

- Coordinated the inauguration of cheerleading as one of the competitive sports in the Brazilian University Championship (CPU) in 2019
- Managed the second edition of the CPU event in October 2022 after the Pandemic
- Organized the inaugural Brazilian University Games São Paulo Phase (JUBs FASE SP), marking the debut of cheerleading as a competitive modality in this championship in 2023

### **Physical Education Intern**

Social Service of Commerce (SESC), Osasco, Brazil

2016-2018

- Conducted sports training for children and adolescents
- Instructed adults and elderly individuals in exercise routines
- Offered multifunctional fitness classes designed for participants of various ages

### **Administrative Assistant**

2012-2014

Bradesco Bank, Osasco, Brazil.

- Oversaw supplier management
- Fostered communication and collaboration with branches throughout Brazil

### **Army Soldier**

2012

20 GACL, Barueri, Brazil.

- Completed military basic training, acquiring essential combat skills, firearm proficiency, and military procedures.

### **Administrative Assistant (Apprentice)**

2011

Brazilian Postal Service (CORREIOS), Sao Paulo, Brazil.

- Managed the reception, recording, archiving, and dispatch of documents
- Updated and maintained Excel spreadsheets

## **ATHLETE EXPERIENCE**

---

### **Cheerleading Athlete** 2022-2023

Goldens ECA-USP, Sao Paulo, Brazil

Achievements

- 2022 - 1st place BEST CHEER CPU
- 2023 - 1st place BEST CHEER JUBs SP

### **Gymnastics for All Athlete** 2015-2018

Gymnusp EEFE-USP, Sao Paulo, Brazil

Achievements

- Presented at the VIII and IX International Forum of Gymnastics for All, in Campinas, Brazil.

### **Cheerleading Athlete**

Fierce Extreme, Santo Andre, Brazil

2013-2018

Part-time cheerleading tumbler and base.

Achievements:

- 2013 - 2nd place BEST CHEER Brazilian Cheerleading Championship
- 2014 - 1st place BEST CHEER Brazilian Cheerleading Championship
- 2014 - 1st place STUNT GROUP Brazilian Cheerleading Championship
- 2015 - 2nd place BEST CHEER Brazilian Cheerleading Championship
- 2016 - 1st place BEST CHEER Brazilian Cheerleading Championship

### **Artistic Gymnastics Athlete**

Osasco City Team, Osasco, Brazil

2009-2010

Full-time all-around gymnast for the Osasco Team.

Achievements:

- 2009 - 1st place VAULT Sao Paulo Regional Games
- 2009 - 1st place FLOOR Sao Paulo Regional Games
- 2010 - 2nd place TEAM Sao Paulo State Open Games

## **VOLUNTEER EXPERIENCE**

---

### **World Leisure Organization**

Mar 2021 – Mar 2022

Youth Ambassador

### **Reimagining Society**

Oct 2020 – Mar 2021

Global Wellbeing Envoy

### **Olympic Games Rio 2016**

Aug 2016

Field of Play – Artistic Gymnastics

### **Olympic Test Event Rio 2016**

Apr 2016

Field of Play – Artistic Gymnastics

## **ACADEMIC AND TECHNICAL SKILLS**

---

- Academic Research and Writing
- Data Analysis
- Online Teaching (Education)
- Team leadership
- Paper Presentation

- Communication
- Grading assignment
- Guest lecturing
- Microsoft Office (Word, Excel, PowerPoint, Publisher)
- Mendeley
- Zotero
- Qualtrics
- Notion
- Canva

## **LANGUAGES**

---

- Portuguese (Native)
- French (Basic)
- Spanish (Intermediate)
- English (Advanced)
  - Proficiency – TOEFL IBT 97/120 – C1; Duolingo English Test 135/160 – C1.