

Ana Carla de Santana Araújo

Leveraging Communications as a powerful tool to strengthen Democracy and build an equal and just future. Starting today.

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EXPERIENCE

FEB 2016 - CURRENT

Alana, Brazil and USA

A non-profit organization that promotes children's rights and fosters new forms of well being through social-environmental programs.

ALANA Foundation Coordinator

Articulating partnerships with local and international social and environmental entities; leading impact campaigns; managing grantmaking projects

ALANA Lab Creative Strategist

Working with multidisciplinary teams to create impact communications campaigns with both internal and external stakeholders and partners, from impact-driven brands to other third sector organizations

NOV 2015 - JAN 2016

Ampfy, Sao Paulo/Brazil

Advertising Agency

Social Media Manager

Planning, creating and managing content for multiple digital platforms for a client-focused on healthcare

JUL 2014 - MAR 2015

FSB Comunicação, Brasilia/Brazil

Communications/PR Agency

BI/Data Analyst

Social Media Manager and Data Analyst

Planning, creating and managing content for multiple digital platforms. Monitoring and developing data reports for Federal Government organizations.

SUMMARY

5 years in Non-Profit

social impact campaigning and articulating with multiple local and international stakeholders.

6+ years in Digital

Communications

planning and creating content in journalism, advertising, corporate communication.

SKILLS

Design Thinking mindset and experienced facilitator

Skilled communicator, writer, and public speaker

Organized multitasker, able to manage multiple projects simultaneously

Fluent in design and managerial software

Agile and eager learner

LANGUAGES

Portuguese - Native

English - Fluent

Spanish - Fluent

JUL 2012 - JAN 2013

Lola Magazine/Editora Abril, Sao Paulo/Brazil

Online Editor

Managing freelance writers and editing articles for Lola Magazine's website (featuring current affairs, arts, and culture). Coordinating a platform transition due to new editorial guidelines

JUL 2012 - JAN 2013

Lola Magazine/Exame.com, Sao Paulo/Brazil

Online Reporter | MAR 2010 - MAR 2011

Writing, video-reporting and covering for social media channels at Exame.com (featuring national politics and economics)

EDUCATION

Master *in* Travel Journalism | 2013

Universidad Autónoma de Barcelona, Spain

BA *in* Communications - Journalism | 2003 - 2007

Universidade de Brasília, Brazil

CONTINUING EDUCATION

Design for Innovation Strategies (120 hours) | 2013

Instituto Europeo di Design | *Barcelona*, Spain

Trends and Insights | Research and behavior (40 hours) | 2014

Perestroika | *Brasilia*, Brazil

The Master Class Digital Acceleration | 2017

Hyper Island | *Sao Paulo*, Brazil

Storytelling for Influence and Insights for Innovation | 2017

IDEO U, Online

Creative Writing | Fiction and Non-Fiction Workshops |

2019/20

Stanford Continuing Studies | *Stanford/USA*

TALKS, PROJECTS & MORE

TEDxAMAZON INVESTOR COALITION - Speaker - *Can we learn from nature how to be a part of it? Roles of Entertainment, Education, and Technology* | ONLINE, 2020.

FUTURE FEST BY NESTA - Speaker - *2030: When climate change disrupted work* | LONDON, UK 2018.

UN SDG Action Festival - Speaker - *SDG Action Talk: Filling the hope Gap* | BONN, GERMANY 2018

Sustainable Brands, Virada Sustentável, São Paulo Fashion Week- Panelist in events | SAO PAULO, BRAZIL 2017/18

Dive in Social - Co-founder - *field qualitative study that mapped social entrepreneurship and innovation in the Balkan region in Europe. Design and facilitation of workshops for social innovation in Brazil. Subjects workshopped: Environmental and conservation and improvement in urban mobility* | EUROPE AND BRAZIL 2015/16

WORLD ECONOMIC FORUM - Global Shaper | 2015 - 2018
Member of the Global Shapers Community (World Economic Forum), a network of young people driving dialogue, action and change

BMW FOUNDATION - Responsible Leader | since 2017
A network that connects more than 1,700 Responsible Leaders, across 100 countries, to share knowledge or experiences, collaborate, and co-create