

# Bianca Cardozo Flores

Project and Marketing Manager, Head of Partnerships

Address: Santos, São Paulo, 11040170, Brazil

Phone +5548988478778

E-mail: biancaflores.projetos@gmail.com

[LinkedIn](#)

[Portfolio](#)



## About me

With a background in communication, marketing, and socio-environmental projects, I've spent the past years working on projects that connect people, impact, and sustainability. I hold a Master's in Human Sciences – Literature & Gender and a postgraduate degree in ESG Project Management, specializing in identifying and securing strategic partnerships for high-impact initiatives. Currently acting as Head of Partnerships, I lead prospecting, negotiation, and formalization of agreements while managing long-term relationships with key stakeholders. I also coordinate communication materials aligned with our partners throughout project execution, ensuring transparency and engagement.



## Work History

January 2023 -  
now

### Head of Partnerships

SamaÚma Projetos Socioambientais, São Paulo, Sao Paulo, Brazil (Remote)

- Led prospecting, negotiation, and formalization of agreements, securing long-term partnerships and strengthening relationships with key stakeholders.
- Designed and implemented branding and marketing strategies to position SamaÚma as a credible and impactful non-profit in Brazil.
- Secured funding streams, including corporate partnerships worth \$230,000 for reforestation efforts.
- Developed copywriting, logos, and website designs to reinforce the organization's identity and mission.
- Created and executed communication strategies tailored to socio-environmental projects, ensuring cohesive messaging across channels.
- Managed CRM systems, outreach efforts, and engagement campaigns to expand donor networks and increase impact.
- Oversaw grant writing, concept notes, and sponsorship proposals, aligning funding strategies with project goals.
- Maintained and nurtured relationships with partners and stakeholders, ensuring seamless coordination of marketing materials, impact reports, and project updates.

June 2023 -  
December 2025

## **Project, Fundraising & Partnerships Manager** RAIN Reforest, UK (Remote)

- Secured contracts with companies across various sectors, raising significant funding for projects in Brazil.
- Designed and implemented a comprehensive partnership program with tiered benefits and tailored fundraising materials, streamlining donor engagement processes.
- Led project writing processes, ensuring community inclusion, strategic planning, and training programs.
- Designed and executed successful outreach campaigns, including CRM management and relationship-building with stakeholders.
- Developed and implemented B2B communication strategies, enhancing partner engagement and visibility.
- Mobilised and engaged traditional and Indigenous communities to align with project goals.
- Designed and wrote proposals, concept notes, and reports for socio-environmental projects, effectively communicating objectives and outcomes to stakeholders.
- Managed social media and digital campaigns, driving awareness and engagement.
- Created and maintained website content, incorporating SEO strategies focused on impact investment markets.
- Delivered presentations and detailed project status reports to ensure transparency and stakeholder alignment.

October 2021 -  
June 2024

## **Marketing Coordinator** Eden Reforestation Projects, USA, BRA (Remote)

- Coordinated national content gathering, producing impactful documentaries, stories, and photographic material to enhance donor engagement.
- Aligned Brazilian marketing strategies with global operations, ensuring cohesive branding and messaging.
- Developed and managed PR strategies, fostering relationships with media and organizing high-impact events.
- Conducted market research to identify new opportunities and target markets for fundraising initiatives.
- Assisted in developing sponsorships, leading to increased funding and partnerships.
- Managed workflow between national and US offices, coordinating creative material distribution and documentation.
- Produced marketing collateral, including videos, emails, and website copy, to support campaign goals.

November 2020  
- October 2021

## **Copywriter** Clínica Usuy, Florianópolis, Santa Catarina, Brazil

- Managed social media and YouTube content
- Utilized email marketing tools and Google Ads/Analytics.
- Increased brand awareness through creation of compelling content for website landing pages, blog posts, and email newsletters.
- Supported SEO initiatives through strategic keyword incorporation in web content, driving organic traffic growth.

**September 2020 - November 2020** - **Translator**  
**Academy Class, Florianópolis, Santa Catarina, Brazil**

- Translated documents for research departments, supporting data collection and reporting.
- Provided real-time interpretation services during conferences, contributing to seamless communication between speakers and attendees.

**March 2017 - June 2018** - **Editor, Public Relations**  
**Diário MS, Dourados, Mato Grosso Do Sul**

- Produced stories, articles, and interviews for publication
- Conducted local content research and managed city hall press office and social media.
- Prepared, rewrote, and edited pieces to improve readability and impact.
- Conducted thorough fact-checking to ensure accuracy and credibility of published information.

**February 2014 - September 2016** - **Teacher (Portuguese and Literature)**  
**Public and Private Schools, Dourados, Mato Grosso Do Sul, Brazil**

- Academic research on introduction of literary works in specific classes.
- Implemented reading and writing workshops to increase student literacy and support school reading programs.

## Education

**Mar 2023 - Sep 2024** - **MBA: Project Management: ESG**  
PUC - Belo Horizonte, Minas Gerais, Brazil

**Jan 2017 - Apr 2019** - **M.D.: Social Studies Education | Gender & Literature**  
Universidade Federal Da Grande Dourados - Dourados, Mato Grosso do Sul, Brazil

**Mar 2012 - Jun 2016** - **Bachelor: Language, Arts, Education**  
Universidade Federal Da Grande Dourados - Dourados, Mato Grosso do Sul, Brazil

## References

- James Tiburcio, Founder & President, SamaÚma Projetos Socioambientais and Ações Baseadas na Natureza, +55 11 930722343, james.tiburcio@samaumaprojetos.com
- Natasha Kerr, Regional Director - Americas, Eden: People+Planet, natasha@edenprojects.org

## Skills

- Project management; Fundraising and Grant Writing ; B2B Management; Community Engagement; Action/field Photography and Videography production; MEAL (Monitoring, Evaluation, Accountability and Learning); Third sector and related laws in Brazil and philanthropy; English - Bilingual or Proficient (C2).