

CAROLINA COELHO

JOURNALIST AND COMMUNICATOR



COMMUNICATIONS PROFESSIONAL WITH EXPERIENCE ACROSS DIFFERENT FORMATS AND STRATEGIES, ESPECIALLY IN DIGITAL AND PRINT MEDIA. FOR THE PAST 10 YEARS, I HAVE WORKED IN CONTENT CREATION, COMBINING MARKETING, STORYTELLING, AND VISUAL LANGUAGE TO TURN IDEAS AND INITIATIVES INTO CONTENT THAT CONNECTS WITH AND ENGAGES TARGET AUDIENCES. MY WORK FOCUSES MAINLY ON COPYWRITING, VIDEO SCRIPTING, GRAPHIC DESIGN AND BRANDING.

PORTFOLIO

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PROFESSIONAL EXPERIENCES

INTERNATIONAL COOPERATION COMMUNICATIONS

DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT (GIZ) GMBH COMMUNICATION AND MARKETING ADVISOR | 2024 - PRESENT

- LEAD COMMUNICATION STRATEGIES FOCUSED ON CLIMATE GOVERNANCE AND PUBLIC POLICY IN COLLABORATION WITH BRAZIL'S MINISTRY OF THE ENVIRONMENT AND CLIMATE CHANGE (MMA). WORK ON COMMUNICATIONS FOR THE INTERMINISTERIAL COMMITTEE ON CLIMATE CHANGE (CIM) AND THE NATIONAL CLIMATE PLAN (PLANO CLIMA), DEVELOPING WEB PAGES, VISUAL IDENTITY MATERIALS, LAUNCH VIDEOS, CIVIL SOCIETY GUIDES, AND AUDIOVISUAL CONTENT FOR THEIR SOCIAL MEDIA CHANNELS.
- PART OF THE COMMUNICATIONS TEAM FOR THE COP30 GLOBAL ETHICAL STOCKTAKE CIRCLE (BEG), SUPPORTING THE VISIBILITY OF THE GLOBAL CLIMATE AGENDA. KEY CONTRIBUTION INCLUDED THE CREATION OF THE PARTICIPANT GUIDE, THE INITIATIVE'S MAIN INSTITUTIONAL PUBLICATION DESIGNED FOR MORE THAN 130 INTERNATIONAL PARTICIPANTS ACROSS EVENTS HELD ON FIVE CONTINENTS.
- MANAGE COMMUNICATIONS FOR THE BRAZILIAN PORTFOLIO OF THE INTERNATIONAL CLIMATE INITIATIVE (IKI), SUPPORTING INSTITUTIONAL COMMUNICATION AND ENGAGEMENT ACROSS 45 PROJECTS NATIONWIDE. HIGHLIGHTS INCLUDE MANAGING THE IKI BRAZIL WEBSITE, LEADING THE CONCEPTUAL DEVELOPMENT AND ORGANIZATION OF THE IKI BRAZIL ANNUAL MEETING, AND COORDINATING THE COMMUNICATIONS COMMUNITY OF PRACTICE ACROSS LOCAL TERRITORIES.

UNITED NATIONS ENVIRONMENT PROGRAMME - UNEP COMMUNICATION AND GENDER ADVISOR | JUNE - DECEMBER 2024

- COORDINATED INTERNAL AND EXTERNAL COMMUNICATIONS FOR THE CITINOVA II PROJECT, ALIGNING AGENDAS BETWEEN POLITICAL PARTNERS, SUBNATIONAL IMPLEMENTERS, BRAZIL'S MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION (MCTI), AND THE GLOBAL ENVIRONMENT FACILITY (GEF). WORKED ACROSS CONTENT MANAGEMENT, MEDIA RELATIONS, SOCIAL MEDIA, GRAPHIC DESIGN, PRESS RELATIONS, NEWSLETTERS, AND AUDIOVISUAL PRODUCTION. KEY CONTRIBUTIONS INCLUDE THE DEVELOPMENT OF THE PROJECT'S COMMUNICATION PLAN AND GENDER PLAN.

COMMUNICATIONS FOR THE PRIVATE SECTOR

SOMOS MURI | SOMOSMURI.COM.BR | @SOMOSMURI VISUAL COMMUNICATION AND MARKETING | 2021–2024

- PRODUCED CONTENT, GRAPHIC DESIGN, AND SOCIAL MEDIA MANAGEMENT FOR AN ONLINE FASHION BRAND FOCUSED ON SUSTAINABILITY. DEVELOPED DIGITAL CONTENT AND VISUAL MATERIALS AIMED AT STRENGTHENING BRAND POSITIONING AND AUDIENCE ENGAGEMENT, CONTRIBUTING TO THE BRAND'S GROWTH FROM 0 TO MORE THAN 80,000 FOLLOWERS AND TO INITIATIVES THAT RESULTED IN THE PLANTING OF OVER 50,000 TREES.

PLANETAEXO | PLANETAEXO.COM | @PLANETAEXO COMMUNICATIONS AND MARKETING ADVISOR | 2018–2023

- DEVELOPED CONTENT MARKETING STRATEGIES, SEO COPYWRITING, AND DIGITAL COMMUNICATIONS FOR A SUSTAINABLE TOURISM PLATFORM. CREATED GRAPHIC MATERIALS AND EMAIL MARKETING TEMPLATES TO EXPAND AUDIENCE ENGAGEMENT AND STRENGTHEN THE PLATFORM'S VISIBILITY AMONG A GLOBAL COMMUNITY OF MORE THAN 5K TRAVELERS CONNECTED TO DESTINATIONS ACROSS BRAZIL.

REVISTA [B+] | REVISTABMAIS.COM.BR REPORTER AND PHOTOGRAPHER | 2012–2014

- WORKED AS A REPORTER AND PHOTOGRAPHER FOR A PRINT MAGAZINE, COVERING TOPICS RELATED TO ENTREPRENEURSHIP, LIFESTYLE, AND SUSTAINABILITY. THE MAGAZINE WAS AWARDED PRINT MEDIA OUTLET OF THE YEAR AT THE 2014 COLUNISTAS NORTH AND NORTHEAST AWARDS, ONE OF BRAZIL'S MOST TRADITIONAL COMMUNICATION AND MARKETING AWARDS.

SETWEB – DIGITAL MARKETING AGENCY COMMUNICATIONS AND MARKETING INTERN | 2010–2012

- CREATED CONTENT AND DEVELOPED SOCIAL MEDIA CAMPAIGNS, WITH A HIGHLIGHT ON THE ONLINE COVERAGE OF IVETE SANGALO'S CONCERT AND DVD RECORDING AT MADISON SQUARE GARDEN.

WORLD CHANGERS – INTERNATIONAL NGO VOLUNTEER ENGLISH–PORTUGUESE TRANSLATOR | 2005–2007

- PROVIDED ENGLISH–PORTUGUESE SIMULTANEOUS INTERPRETATION FOR NORTH AMERICAN PARTICIPANTS.

EDUCATION AND TRAINING

- **BACHELOR'S DEGREE IN JOURNALISM | COMMUNICATION**
FEDERAL UNIVERSITY OF BAHIA (UFBA) — COMPLETED 2013
- **POSTGRADUATE DEGREE IN WOMEN'S RIGHTS**
I9 EDUCAÇÃO COLLEGE — EXPECTED COMPLETION: JUNE 2026
- **STORYTELLING AND PRESENTATION COURSE**
FUNDAÇÃO GETULIO VARGAS (FGV)
- **SYSTEMIC CONSULTING IN INTERNATIONAL COOPERATION**
INTERKULTURELLE KOMMUNIKATION UND ORGANISATIONSENTWICKLUNG
- **PHOTOGRAPHY LABORATORY (UFBA)**
PHOTOGRAPHER AND TEACHING ASSISTANT.

LANGUAGES

- PORTUGUESE — NATIVE
- ENGLISH — FLUENT
- GERMAN — BEGGINER

REFERENCES

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