



Swiss C Permit



Portfolio

pedroarruda.com



Expertise

Strategy

- Content Strategy
- Digital Transformation
- Editorial Planning
- Audience Growth

Production

- Global Communications
- Storytelling
- Campaign strategy

AI & Automation

- AI-assisted Editorial Workflows
- Prompt Engineering
- Content Generation

Education

2026 | Certificat AI Content Creation & Social Media

CREA - OMNES Education (Switzerland)

2014 | Executive Masters in Sport Organisations Management (MEMOS) University of Lleida (Spain)

2012 | Post Graduate course in Humanitarian Aid and Development Pontifical Catholic University (Brazil)

1999 | Bachelor of Communications Faculdades Int. H. Alonso (Brazil)

Language



Native



Professional



Professional



Professional

Contact

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Pedro Arruda

Global Social Media Manager

Senior digital communications professional with 20+ years of experience in content strategy, storytelling and editorial production across media organisations and the Olympic Movement. Since joining the International Olympic Committee in 2014, I have helped shape its global social media presence by delivering multilingual content, developing editorial workflows and collaborating with international teams.

Career Highlights

- Contributed to the growth of the IOC's social media community from 50M to 160M+ followers.
- Delivered world-class content across nine languages.
- Built the Brazilian Olympic Committee's first social media presence.
- Contributed to Rio 2016 Olympic Bid digital campaign.
- Served on-site at 10+ international sporting events, including Olympic Games and Youth Olympic Games.

Experience

2014 - 2025 | Lausanne, Switzerland



International Olympic Committee | Global Social Media Manager

- Helped shape and refine the IOC's global social media presence.
- Developed editorial workflows to improve content production across global teams and multiple platforms.
- Delivered engaging and viral storytelling for global audiences.
- Partnered with regional editorial teams across nine languages to ensure consistent global execution.
- Served on-site at four Olympic Games and three Youth Olympic Games.

2008 - 2014 | Rio de Janeiro, Brazil



Brazilian Olympic Committee | Communications Supervisor

- Launched the Brazilian Olympic Committee's first social media platforms.
- Led digital content production for Team Brazil and Brazilian School Games.
- Contributed to the Rio 2016 Olympic Bid campaign.
- Represented Team Brazil at major international sporting events.

2007 - 2008 | Rio de Janeiro, Brazil



Bola Pra Frente Institute | Partnerships Supervisor

- Managed fundraising strategy and corporate partnerships for the Instituto Bola Pra Frente, founded by FIFA World Cup winner (USA 1994) Jorginho.

2001 - 2007 | Rio de Janeiro, Brazil



O Globo | Advertising Copywriter | Account Executive

2000 - 2001 | Rio de Janeiro, Brazil



Globo.com | Sports Content Editor

Reference

Christian Klaue

Corporate Comms and PA Director, IOC

Phone and email: Available upon request

Alex Huot

Former Head of Social Media, IOC

Phone and email: Available upon request