

Lara Castelo

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Portfolios: [Writing & Video](#) | [Data & Code](#) | [Linkedin](#)

PROFESSIONAL SUMMARY

Multimedia and data journalist with experience across digital, video and live reporting for leading Brazilian newsrooms, including Globo's g1, Estadão and UOL. Experienced in multimedia storytelling across international affairs, technology, economics and public policy. Currently completing Columbia Journalism School's The Lede Program, strengthening expertise in data journalism, Python, web scraping, APIs and AI-assisted reporting.

PROFESSIONAL EXPERIENCE

g1 (Globo) — Multimedia Reporter | Jul 2024–May 2026

- Reported breaking news and developed original stories for Brazil's largest digital news platform.
- Covered technology, international affairs, economics, tourism and social issues across text, video and live formats.
- Conducted interviews and produced breaking news, in-depth features and live coverage.
- Produced, scripted and presented live and recorded video content for GloboNews and g1's social media platforms.
- Delivered fast-paced coverage during major national and international news events.
- Analyzed story performance using SEO and audience metrics to inform editorial decisions.

O Estado de São Paulo (Estadão) — Health & Well-Being Reporter | Jan 2024–Jun 2024

- Covered Brazil's record dengue outbreak, producing daily public health and science coverage during a national health emergency.
- Reported on prevention, infectious diseases, nutrition and medical research for print and digital audiences.
- Interviewed leading epidemiologists, physicians and public health experts.

UOL — Freelance Reporter | Sep 2023–Dec 2023

- Reported on macroeconomics, finance and health.
- Adapted tone and format to diverse audiences.
- Worked independently under tight deadlines.

O Estado de São Paulo (Estadão) — Freelance Reporter | Jan 2023–Aug 2023

- Reported on macroeconomics and financial markets for E-Investidor.

O Estado de São Paulo (Estadão) — Economic Journalism Fellow | Sep 2022–Dec 2022

- Selected for a competitive fellowship with FGV.
- Completed newsroom rotations across Politics, International, Investigations, TV and Financial Markets.

EDUCATION

The Lede Program (Data Journalism)

Columbia Journalism School — New York, USA | 2026

BA in Journalism

Faculdade Cásper Líbero — Sao Paulo, Brazil | 2021

Extension in Economic Journalism

Fundação Getulio Vargas (FGV) — Sao Paulo, Brazil | 2022

International Exchange Semester

University of Porto — Porto, Portugal | 2019

Law Studies (2015–2018)

Pontifícia Universidade Católica de São Paulo (PUC-SP) — Sao Paulo, Brazil

TECHNICAL SKILLS

- Data Journalism: Python, Pandas, Web Scraping (BeautifulSoup, Playwright), APIs
- AI Tools: ChatGPT, Claude, Perplexity, NotebookLM
- Digital Journalism: SEO, audience analytics, multimedia reporting, live broadcasting
- Production: Script writing, on-camera presentation, video production
- Web: HTML, CSS

LANGUAGES

Portuguese (Native) | English (Fluent) | French (Intermediate) | Spanish (Intermediate)

ADDITIONAL EXPERIENCE

- Represented Latin America in a European sustainability program in Estonia alongside young leaders from across Europe.
- Produced an academic multimedia project on Mídia Índia, Brazil's first independent Indigenous youth news outlet.