

## Lara Castelo

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### PROFESSIONAL SUMMARY

Brazilian multimedia journalist with experience across digital, video and live reporting for leading Brazilian newsrooms, including Globo's g1, Estadão and UOL. Experienced in breaking news, international coverage, public health, economics and technology reporting, with a strong focus on multimedia storytelling and audience engagement.

### PROFESSIONAL EXPERIENCE

#### **g1 (Globo) — Multimedia Reporter | Jul 2024–Present**

- Report breaking news and develop original stories for Brazil's largest digital news platform.
- Cover technology, international affairs, economics, tourism and social issues across text, video and live formats.
- Conduct interviews and produce breaking news, in-depth features, and live coverage.
- Produce, script and present live and recorded video content for GloboNews and g1's social media platforms.
- Deliver fast-paced coverage during major national and international news events.
- Analyze 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 to deliver accurate and accessible reporting under tight deadlines.

#### **UOL — Freelance Reporter | Set 2023–Dec 2023**

- Reported on macroeconomics, finance, and health for multiple verticals (VivaBem, TAB, ECOA, Economy).
- 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 Estadão's business platform E-Investidor.

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

- Selected for a competitive economic journalism fellowship in partnership with Fundação Getúlio Vargas (FGV).
- Completed newsroom rotations across Politics, International, Investigations, TV, and financial markets desks.

## **EDUCATION**

- BA in Journalism, Faculdade Cásper Líbero — Sao Paulo, Brazil | 2021
- Extension in Economic Journalism, Fundação Getulio Vargas (FGV) | 2022
- International Exchange Semester, University of Porto — Portugal | 2019
- Law Studies (3 years completed), Pontifícia Universidade Católica de São Paulo (PUC-SP) | 2015-2018

## **TECHNICAL SKILLS**

- Multimedia reporting and live broadcasting
- Script writing and on-camera presentation
- Video production and social media storytelling
- SEO and audience analytics
- AI-assisted reporting workflows (ChatGPT, Perplexity, NotebookLM)
- Basic HTML & CSS

## **LANGUAGES**

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

## **ADDITIONAL EXPERIENCE**

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