



## Felipe Augusto de Souza Paludetto

**Date of birth:** 17 Jan 1995 | **Nationality:** Brazilian | **Gender:** Male |

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### ● ABOUT ME

Brazilian journalist with almost 10 years of experience in communications for non-profit organisations. Currently Erasmus Mundus Masters Scholar - Climate Change and Diversity: Sustainable Territorial Development (CCD-STeDe). I have previously worked as Communications Coordinator at SAVE Brazil (BirdLife International), Communications Specialist at Mercy For Animals Brazil and Journalist at Greenpeace Brazil. I am a fast learner and have excellent networking skills. Experienced in covering climate change, sustainable development, environment and indigenous issues. I am fluent in Portuguese and English, with a working knowledge of Spanish and Italian.

### ● WORK EXPERIENCE

10 JUL 2022 – 10 AUG 2023 São Paulo, Brazil

#### **COMMUNICATION COORDINATOR** SAVE BRASIL (BIRDLIFE INTERNATIONAL)

- Communications Management
- Brand Growth
- People Development
- Communications Strategies
- Crisis Management
- Influencer and journalist relations
- Internal and external communications strategies
- Editing and writing texts
- Benchmarking services
- Coordination of advertising campaigns

**Website** [www.savebrasil.org.br](http://www.savebrasil.org.br)

27 AUG 2021 – 4 JUL 2022 São Paulo, Brazil

#### **COMMUNICATIONS SPECIALIST** MERCY FOR ANIMALS BRAZIL

- Social media strategies
- Translation from English to Portuguese
- Interaction on the social networks of the MFA in Brazil
- Relationship with influencers
- Analysis of campaign indicators
- Storyteller

**Website** <https://mercyforanimals.org.br>

31 MAR 2019 – 20 APR 2021 São Paulo, Brazil

#### **DONOR COMMUNICATION AND MARKETING ANALYST** GREENPEACE BRAZIL

- Strategic Communication
- Campaign analysis
- Results and knowledge generation
- Content management in social networks

- Fundraising actions
- Writer and storyteller

**Website** <https://www.greenpeace.org/brasil/>

2 JUL 2018 – 2 APR 2019 São Paulo, Brazil

**COMMUNICATION ASSISTANT GREENPEACE BRAZIL**

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- Producer of content for social media
- Presenter and producer of the podcast "As Árvores Somos Nozes"
- Creator of engagement projects
- Storyteller, photographer, and facilitator

**Website** <https://www.greenpeace.org/brasil/>

4 SEP 2016 – 28 JUN 2018 São Paulo, Brazil

**JOURNALISM INTERN GREENPEACE BRAZIL**

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**Website** <https://www.greenpeace.org/brasil/>

4 JAN 2015 – 4 JUN 2016 São Paulo, Brazil

**PRODUCTION INTERN GRUPO BANDEIRANTES DE COMUNICAÇÃO**

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**Website** <https://www.band.uol.com.br>

7 DEC 2015 – 3 SEP 2016 São Paulo, Brazil

**MEDIA INTERN ASSEMBLEIA LEGISLATIVA DO ESTADO DE SÃO PAULO**

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**Website** <https://www.al.sp.gov.br>

## ● EDUCATION AND TRAINING

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5 SEP 2023 – CURRENT Padova, Italy

**ERASMUS MUNDUS MASTERS SCHOLAR - CLIMATE CHANGE AND DIVERSITY: SUSTAINABLE TERRITORIAL DEVELOPMENT (CCD-STEDE)** Università degli Studi di Padova

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The Master's programme focuses on development alternatives, climate justice, social inclusion, environmental protection, international cooperation, circular and solidarity economies, and the challenges of intercultural relations in territorial development, focusing not only on local communities but also on businesses, non-state actors, civil society, regional and international organisations.

**Website** <https://www.unipd.it> | **Field of study** Environmental protection technology | **Type of credits** ECTS

5 FEB 2024 – CURRENT Madeira, Portugal

**ERASMUS MUNDUS MASTERS SCHOLAR - CLIMATE CHANGE AND DIVERSITY: SUSTAINABLE TERRITORIAL DEVELOPMENT (CCD-STEDE)** Universidade da Madeira

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Mobility period at the University of Madeira in Portugal as part of the Erasmus Mundus Joint Master Degree on Climate Change, Diversity, and Sustainable Territorial Development.

The programme aims to provide knowledge and understanding of political, economic and cultural practices in an integrated way in regional and local legislative, institutional and social realities, based on the domain knowledge provided by different fields of knowledge, from history, economics and tourism, geology, culture and arts and heritage to linguistics and literature.

**Website** <https://www.uma.pt> | **Field of study** Sociology and cultural studies | **Type of credits** ECTS

1 SEP 2019 – 1 OCT 2019 São Paulo, Brazil

**DIGITAL CONTENT MARKETING** Centro Universitário Belas Artes de São Paulo

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**Address** Rua Dr. Álvaro Alvim, 90 - Vila Mariana, 04018-010, São Paulo, Brazil | **Website** <https://novo.belasartes.br>

1 JUL 2017 – 10 DEC 2019 São Paulo, Brazil

## **SOCIAL COMMUNICATION - JOURNALISM** Pontifícia Universidade Católica de São Paulo

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Describe the subjects or topics that you learnt.

**Address** R. Monte Alegre, 984 - Perdizes, 05014-901, São Paulo, Brazil | **Website** <https://www.pucsp.br/home> |

**Field of study** Journalism and reporting | **Final grade** 9 | **Thesis** Final paper for the journalism course

**Link** <https://files.journoportfolio.com/users/50202/uploads/71f07b4d-faeb-4c11-be05-524c8e316cbe.pdf>

8 JUL 2014 – 4 JUL 2017 São Paulo, Brazil

## **MEDIA COMMUNICATION - JOURNALISM** Universidade Anhembi Morumbi

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**Address** R. Casa do Ator, 275 - Vila Olímpia, 04546-001, São Paulo, Brazil | **Website** <https://portal.anhembi.br>

### ● **LANGUAGE SKILLS**

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Mother tongue(s): **PORTUGUESE**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>SPANISH</b>	C1	C1	C1	C1	B2
<b>ITALIAN</b>	C1	C1	B1	B1	B1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

### ● **DIGITAL SKILLS**

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Microsoft Office | Social Media | Zoom | Google Drive | Hubspot