

CAMILA LUZ

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DIGITAL COMMUNICATIONS | MULTIMEDIA JOURNALIST
GENDER EQUALITY | HEALTH | HUMAN RIGHTS | SUSTAINABLE DEVELOPMENT

EDUCATION

Joint Master in Journalism and International Affairs (Human Rights and Humanitarian Action)

Sciences Po, Paris, France (2019-2021)

Concentration: Diplomacy

Master 1 International Media

Université Paris 8, Saint-Denis, France (2018 - 2019)

Bachelor of Journalism

Faculdade Cásper Líbero, São Paulo, Brazil (2010-2013)

LANGUAGES

- Portuguese - Native Speaker
- English - Fluent
- French - Fluent
- Spanish - Full Professional Proficiency
- Italian - Beginner

SKILLS

- Writing and editing (PT, EN, SPA, FR)
- Video and podcast producing and editing
- Graphic design (average proficiency)
- Conducting interviews
- Communications Campaigns (Planning, Coordination, and Implementation)
- Project Management
- Event Planning and Logistics
- Social Media Management
- Adobe Creative Cloud / Canva
- Office Package
- WordPress / Adobe CMS / Drupal
- Social Engine Optimization (SEO)

SELECTED PROFESSIONAL EXPERIENCES

COMMUNICATIONS CONSULTANT AT THE INTER-AMERICAN DEVELOPMENT BANK - INDEPENDENT CONSULTATION AND INVESTIGATION MECHANISM (MICI)

(Washington D.C. | Jan 2023 - Today)

- Updating MICI'S website and producing content in **four languages** (news, outreach content, videos, newsletters);
- Created and manage MICI's social media accounts;
- Coordinating, editing, and reviewing **knowledge products**, such as technical notes and reports;
- Supporting MICI's new digital communication strategy;
- Strategic relationships with key actors, such as international organizations, other accountability mechanisms, and civil society;
- Organizing meetings and outreach events in HQ and other countries in Latin America and the Caribbean;
- Part of MICI's **working group on Gender**.

COMMUNICATIONS CONSULTANT AT THE INTER-AMERICAN DEVELOPMENT BANK

(Washington D.C | Apr 2022 - Dec 2022)

- Communications and Change Management at the **Outreach Office of the Information Technology Department | Digital Transformation**;
- Edited and created texts, videos, newsletters, and visual assets, edited web pages, produced events and workshops, developed communication campaigns, and managed meetings and internal communications with stakeholders.

COMMUNICATIONS CONSULTANT AT UNITED NATIONS TRAINING & RESEARCH INSTITUTE

(Geneva - home-based | Aug 2021 - Mars 2022)

- Communications focal point of the PAGE (Partnership for Action on Green Economy) working group to implement two communication campaigns presenting results and raising awareness on Green Recovery;
- Developed a timeline and work plan;
- Created communication concepts and assets;
- Coordinated the creation of the PAGE Brazil website;
- Coordinated stakeholders: UN agencies, the Mato Grosso Government, design agency;
- Liaison with the press and media partners for paid publicity.

JOURNALIST AND COPYWRITER AT GREEN PARK CONTENT

Global brand publishing agency (Sao Paulo - hybrid/home-based | 2016 - 2022)

- Articles and stories on health, gender, sustainable development, innovation, human rights, new economy;
- Uploading and publishing articles, editing pages, and managing content projects on **maternal and women's health, first thousand days, nutrition, and female entrepreneurship**;
- Managed clients: Danone, Pepsico, and Unilever.

FREELANCER - JOURNALIST AND COPYWRITER

(2016 - 2021)

- **Sanofi, Kimberly-Clark, People Health**: Copywriter and Content Producer on **women's health and sexual and reproductive rights of teenage girls**.
- **REC Design**: Copywriter and Content Producer on **gender equality for UN Women, UNFPA, and UNDP**.
- **Project coordinator within Handmade Design** for UK-based carbon footprint management company Perswitch. Managed stakeholders and assisted the product owner and the design team in developing a new conversion flow for Perswitch's B2C and B2B energy products.
- **Radio France Internationale (RFI)**: Intern at the Brazilian News Room.
- **Paris Peace Forum**: Articles in English on Climate Change, Education, Innovation.
- **Rádio Gazeta**: Writing news bulletins for a traditional radio station in Brazil.

VIDEO INTERN AT THE UNITED NATIONS INFORMATION CENTRE - DEPARTMENT OF GLOBAL COMMUNICATIONS

(Rio de Janeiro - home-based | Jul 2020 - Feb 2021)

Produced and edited videos and posts for UN Brazil's social media channels (@ONUBrasil - YouTube, Instagram, TikTok, Twitter, Website).

EARLY CAREER EXPERIENCE (SAO PAULO, BRAZIL, 2011 - 2015)

Video producer, Content Editor, and Reporter in TV Channels and Content Portals in São Paulo such as Instituto Brasileiro de Defesa do Consumidor, Grupo Mix de Comunicação, and Food Network.

ADDITIONAL EXPERIENCES

CO PRESIDENT AT POUR LE BRÉSIL

Non-profit organization in cooperation with UNESCO (Paris | Jan 2021 - Aug 2021)

- Staff recruitment and management of four teams;
- Curatorship and design of the 2021 online conference with high-level personalities to discuss overcoming the main challenges towards more sustainable and inclusive development in Brazil;
- Managed budget, bureaucracy, and operations;
- Produced concept notes and managed invitations to guests;
- Interviewed speakers, such as former Brazilian president Fernando Henrique Cardoso and former Minister of External Relations Celso Amorim;
- Partnered with NGOs to develop Advocacy campaigns.

PREVIOUSLY: SOCIAL MEDIA EDITOR AT POUR LE BRÉSIL (Aug 2020 - Dec 2020).

VOLUNTEERING

- **Generation Equality Forum** (Paris, 2021) - Communications
- **Techfugees** (Paris, 2020) - Communications
- **Paris Peace Forum** (Paris, 2019) - General Greeter
- **Politize!** (São Paulo, 2017/2018) - Articles on Human Rights and International Relations

COURSES

I Know Gender (UN Women) | Indicators of Development (UNDP / IDB) | Agile Principles (IDB) | TV Journalism (Faculdade Cásper Líbero) | Documentary Production (Centro Cultural B_arco)

SOFT SKILLS

Communication, Leadership, Decision-making, Time management, Interpersonal Skills, Adaptability