


Clarice Medina Godinho Ribeiro

Certified Translator/Certified Journalist/Localization Expert/Cultural Mediator


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PROFILE & SKILLS:

- Nearly 20 years of expertise in providing language services (translation, localization, copywriting, copyediting, proofreading, and quality assurance) in English, Portuguese, and Spanish.
- Native communication in Portuguese.
- Native-level proficiency in written and verbal communication in English and Spanish.
- Meticulous attention to detail with a commitment to precision in content and tone, maintaining extremely high standards of excellence.
- Deep understanding of cultural nuances and sensitivities for accurate and culturally resonant translations.
- Strong time management and multitasking abilities with a proven track record of efficiently handling multiple tasks concurrently, meeting deadlines without compromising quality.
- Professional English teaching skills for effective language instruction tailored to diverse audiences.
- Substantial experience in journalism, including news reporting, public relations (PR), TV production, and content editing.
- Versatile skill set in media communication, contributing to a well-rounded professional profile.

PROFESSIONAL CONDUCT:

Dedicated to perpetual learning and mastery in languages, my commitment extends beyond proficiency to ensure true expertise. I continually strive to expand my linguistic repertoire, aligning my skills with the dynamic demands of our globalized world and emerging industry trends.

Employing the generalist approach to my practice, I focus on maintaining a broad and versatile ability to cover a wide range of fields and content types. This ensures that I am capable of handling various topics, industries, and document formats without specializing in a specific niche. It also feeds into an expansive knowledge base, allowing me to adapt to different subject matters and produce accurate and coherent translations across diverse fields. The aim is to provide comprehensive language services across a varied spectrum of topics, catering to an extensive range of clients and projects.

I place strong emphasis on cultivating a robust professional network within the language industry. This involves active engagement with fellow professionals, participation in industry events, and fostering connections through various networking channels. By building strong relationships with colleagues, clients, and industry experts, I not only stay abreast of the latest trends and developments, but also create valuable opportunities for collaboration, knowledge exchange, and mutual support.

Embracing technological advancements is pivotal in the translation and localization industry. I am dedicated to staying technologically proficient, leveraging the latest tools and innovations to enhance the efficiency and quality of my texts.

Cultural competence is a cornerstone of my practice. I am committed to deepening my understanding of diverse cultures, ensuring that my translations are not only accurate, but also culturally nuanced and resonant. This holistic approach to language and cultural proficiency reflects my unwavering commitment to delivering high-quality and culturally resounding translations in a rapidly evolving global landscape.

FORWARD-LOOKING GOALS:

Grounded in a steadfast commitment to bridging borders and cultures through the power of words, my vision is to increasingly become an agent of transformation and development in the global translation and localization industry. With this in mind, I am currently seeking new opportunities to advance my career and continue contributing to the industry's global growth. Fueled by a passion for linguistic precision, my aspirations extend beyond mere language proficiency to encompass a broader vision for actively shaping and evolving language services.

The idea of launching an independent translation advisory business resonates with my entrepreneurial mindset. The goal is to establish a consulting firm specializing in strategic planning services for Language Service Providers (LSPs) in the United States. These providers offer a range of language services to businesses, public organizations, third-sector entities, and individuals aiming to reach the Portuguese- and Spanish-speaking populations in Latin America and Europe, and vice versa. Recognizing that effective expansion goes beyond linguistic accuracy, I prioritize a deep understanding of regional cultures, dialects, and the complexities of local markets.

My overarching objective is to oversee comprehensive linguistic planning, empowering American LSPs to focus wholeheartedly on execution. To achieve this, I plan to assemble a team of highly qualified professionals capable of delivering a formidable menu of advisory services. Through this endeavor, I aspire not only to enhance linguistic capabilities, but also to stimulate job creation in the sector within the United States.

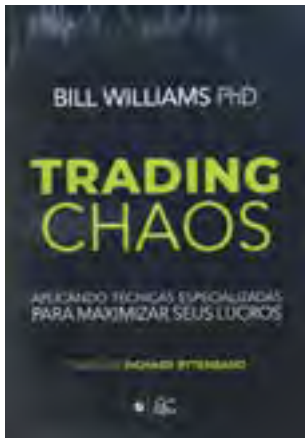
A commitment to support the education and mentorship of aspiring language professionals is another forward-thinking initiative I anticipate. By sharing my knowledge and expertise, I aim to nurture the growth of the industry and contribute to the development of future language experts.

PUBLICATIONS:

- Pertinent editorial-literary works I translated:



I rendered English translations for pieces including “Rio: Ensaios da Fauna” (ISBN 13: 978-85-67753-04-1), “Plantas do Jardim” (ISBN 13: 978-85-67753-02-7), and “Refúgios do Rio” (ISBN 13: 978-85-67753-01-0), respectively in 2019, 2017, and 2015, as commissioned by Papelera Marketing Cultural & Esportivo.



At Editora Letramento (www.editoraletramento.com.br), I successfully undertook the translation of the first-ever Portuguese editions of two finance classics – “Trading Chaos: Applying Expert Techniques to Maximize Your Profits” by Bill Williams, originally released in 1995 in the USA (ISBN 13 for the Brazilian edition: 978-65-5932-172-8); and “The Permanent Portfolio: Harry Browne’s Long-Term Investment Strategy” by Craig Rowland and J. M. Lawson, published in 2012 (ISBN 13 for the Brazilian edition: 978-65-5932-269-5). Both were introduced to the Brazilian market in 2022.



In 2006, I successfully concluded the English translation of “Carnaval” (ISBN 13: 978-85-88627-09-3), a joint effort with fellow translator Leila Kommers, for Editora Casa 21, marking my debut venture into the realm of editorial-literary translation. This artbook captures Lorenzo Mattotti’s personal and distinctive vision, artfully conveyed into words specifically for this edition. The texts, penned in Portuguese, are contributed by renowned personalities like Ney Matogrosso (Brazilian singer, songwriter, dancer, actor and director, ranked by Rolling Stone as the third greatest Latin American singer of all time), Zezé Motta (Brazilian actress and singer, widely recognized as one of Brazil’s greatest artists and a prominent representative of Afro-Brazilian culture), Carlinhos de Jesus (Brazilian dancer and choreographer), and other artistic figures in Brazil associated with Carnival.



In 2020, Norte Energia S.A. commissioned me, along with fellow translators Lori Beuligmann and Liane Lazoski, to translate the book “Belo Monte: Clean Energy Giant in the Heart of the Amazon” into English, published under ISBN 13: 978-85-98831-37-4. The entire publication is accessible for free at <https://www.calameo.com/read/005631827b5c67d9467b3>.

PROFESSIONAL EVOLUTION:

Since 2004, I have dedicated myself to forging a career in the realms of language and writing. The first rungs of my professional ladder traversed the vast landscape of Communication, starting with my early days in Journalism. I have honed my skills in a myriad of domains, including press relations, public relations, marketing advisory and management, along with news reporting. As a natural evolution, drawing upon not only my academic background, but also my lifelong personal interests, my primary focus has migrated towards the translation and localization industry over the last decade and a half. Throughout that time, I have been offering top-notch language solutions in Portuguese, English and Spanish. My expertise encompasses translation, localization, proofreading, editing, machine translation post-editing, and quality assurance, covering diverse text types and subject fields.

WORK EXPERIENCE:

● Bureau Works (former Bureau Translations) – www.bureauworks.com

Based in California, Bureau Works is a global content delivery hub specializing in translation and localization, offering proprietary tools for automated workflows and quality management through rich data. Clients include Harley-Davidson, Honda, Equinix, Accenture, Cloudflare, Pfizer, Viatrix, Johnson&Johnson, Philips, Eurofarma, Bradesco, Itaú, Santander, Mastercard, Cielo, Webull, Braskem, Kraft-Heinz, Newell Brands, ExxonMobil, TOTVS, American College of Cardiology (ACC), Sony Music, International Paper, BH Press, Sylvamo, among others.

I have played a role in hundreds of projects, the highlights of which include:

- Online courses produced by the American College of Cardiology (ACC) originally in English. I was the linguist responsible for the initial test that culminated in the signing of a contract with Bureau Works to translate all the material into several languages, including Portuguese. Over the course of the project, I translated around 600,000 words from English into Portuguese. The final product of this endeavor is made available by the ACC to its target audience via the NCD Academy (www.acc.org/ncdacademy);
- Website of the American brokerage platform Webull. I was the linguist responsible for the initial test that eventually led to the signing of a contract with Bureau Works for localization of the platform's material. Throughout the project, I translated over 100,000 words from English into Portuguese, with a specific emphasis on tailoring the content for the launch of Webull's new website in Portuguese, catering to the needs of Brazilian Portuguese-speaking investors;
- Sustainability and Green Bond Reports for Klabin, Brazil's leading paper producer and exporter, for the years 2021, 2022, and 2023. The documents were translated from Portuguese into English as commissioned by the award-winning organizational communications firm BH Press, recognized as one of Brazil's largest agencies with esteemed clients such as BMW, Gerdau, Kimberly-Clark, and Klabin;
- Official studies and technical reports, conducted by Pfizer in 2020, 2021, and 2022 on the "Comirnaty" vaccine against SARS-CoV-2, a product resulting from collaboration between the US pharmaceutical company and the German biotechnology laboratory BioNTech. I was a member of the team assigned to translate and/or proofread the texts from English into Portuguese. Additionally, the endeavor encompassed the translation from Portuguese into English of regulatory documents issued by the Brazilian government, addressing the standardization of vaccination procedures for the population against COVID-19; and
- I actively participated in Bureau Works' initiatives to develop a proprietary and innovative multilingual content management platform called BWX. This technology has the capability to address the cultural and linguistic needs of any market. Over the past two years, I have been deeply engaged in this process, serving as one of the initial translators to test the tool since its beta version and providing valuable insights to enhance the product and contribute to the launch of new features. In 2023, one of its disruptive features, Translation Smells, even garnered first place at the 15th LocWorld Process Innovation Challenge, one of the most prominent events in the global localization industry.

● TGA Translations – www.tgatranslations.com

TGA Translations excels in connecting clients globally, delivering high-quality translation and localization services. Clients include the Brazilian Health Regulatory Agency (Anvisa), Wunderman, Provokers, MDias Branco, Astellas, University of São Paulo - Faculty of Public Health (FSP-USP), University of California - Irvine (UCI), Sodexo, Progen, South Center, and Global Swiss Learning.

I have contributed to several projects, notably leading the translation team and the proofreading efforts for the English version of the sixth edition of the Brazilian Pharmacopoeia – the official pharmaceutical code for the country, defining crucial quality standards for pharmaceutical ingredients, medications, and health products (www.gov.br/anvisa/pt-br/assuntos/farmacopeia/farmacopeia-brasileira).

● **Interpret Brasil – www.interpretbrasil.com**

This collective of translators and interpreters has over two decades of experience in providing language services throughout the globe under the guiding principles of the collaborative economy. Clients include Vale, the International Association of Chiefs of Police (IACP), and the Brazilian Development Bank (BNDES), among others.

Among the projects I have been involved in, two stand out:

- Translation of the IACP’s training course “Building Public Trust through Program Evaluation” from English to Portuguese, totaling 33,000 words, undertaken between June and July 2023; and
- Translation from Portuguese to English of a compilation of Vale’s classified documents, including stability assessments of exploration areas, monitoring and displacement reports, and complementary studies. The project spanned from March to November 2023 and amounted to over 200,000 words.

It is worth highlighting that I was tasked by the collective to translate documents for the Brazilian Development Bank (BNDES) – a federal public bank that invests in and supports modernization, expansion, and new businesses, with the goal of enhancing the competitiveness of the Brazilian economy and the quality of life of the population (one of the largest and most important institutions of its kind globally). This opportunity came about through a successful bidding process and the subsequent signing of a contract by Interpret Brasil.

● **Zaum Langs – www.zaumlangs.com**

This global translation and software localization provider is headquartered in Brazil and has offices in the USA. A leader in technology localization, it serves diverse sectors such as Education, EdTech, IT, and Medical & Pharmaceutical. Clients include Samsung, Health Security Partners, Xerox, IBM, Amcham Brazil, BioMarin Pharmaceutical Inc., UPL, Ascenty, and Asociación Mexicana de Ciberseguridad.

Among other projects, I have translated over 50,000 words from Spanish to Portuguese for Health Security Partners. Additionally, I am part of the pool of translators qualified to translate from Portuguese to English for Ascenty.

● **DeepL – www.deepl.com/en/app/**

Originally founded in 2009 as Linguee in Germany, DeepL initially served as an online dictionary before expanding into a neural machine translation system. Its goal was to produce translations of a higher quality than traditional statistical machine translation. By 2017, DeepL gained immense popularity, serving over a billion users to date and offering support for 28 languages and 650 translation combinations. Beyond translation, DeepL has delved into artificial intelligence with their latest offering, DeepL Write, an English writing assistant.

I joined the DeepL team in January 2024 as a freelance language expert to collaborate in their efforts to train language models. This includes editing and reformulating texts in Portuguese with the aim of improving clarity, grammar, structure and spelling, as well as researching, translating and/or reviewing specific materials. The idea is to collaborate with the platform in its efforts to improve AI responsiveness.

● **Diadorim Comunicação & Ideias – www.diadorim.com.br**

This dynamic content creation agency based in Rio de Janeiro boasts over a decade-long expertise in crafting and refining diverse publications across print, digital, and audiovisual platforms, including portals and apps.

Clients include Rio Film Commission, Petrobras, Sebrae, TIM, XP, Firjan, Rio de Janeiro State Government, Via Varejo, and Telefonica.

I have actively contributed to an array of projects, with highlights as follows:

- Rio Film Commission: I was in charge of translating all the texts to be published on the organization's website - Rio de Janeiro's official office for supporting the production of audiovisual content, including films, TV programs, documentaries, advertising films, and web content. At that time, the website also featured a news section that was updated in real time.
- "Mapa de Cultura RJ" [Culture Map of the State of Rio de Janeiro]: launched in 2012, this venture involved coordinating a team of six translators tasked with localizing the project. This initiative lasted about 18 months, during which over 1.5 million words were translated, with a particular focus on cultural sensitivity during localization. Conceived by the State Department of Culture and executed by Diadorim, the mapping resulted in a bilingual online portal (www.mapadecultura.com.br) featuring information, images, and videos of the main cultural events in Rio de Janeiro (across its 92 municipalities). Each entry included a descriptive text in Portuguese and English, a photo gallery, and many even featured a video presentation (subtitled into English).

● **The 8 Agency (former 8A Marketing) – www.the-8agency.com**

A creative digital marketing agency specializing in the IT sector, the company was founded in Argentina and operates across Latin and North America. Its client portfolio boasts industry giants such as Google, Apple, Zendesk, Amazon, and Adobe.

From 2012 to 2020, I was part of the company's team, meeting the translation, proofreading, and localization needs of Google and Apple in English, Portuguese, and Spanish. I translated more than 2 million words during this period.

● **TV Globo (Globo TV Network) – www.redeglobo.globo.com**

Rede Globo is a Brazilian free-to-air television network launched in 1965. It is one of the largest media companies in the world, and produces around 2,400 hours of entertainment and 3,000 hours of journalism per year in Brazil. Recognized for its production quality, the company has already been presented with several international Emmys. The international operations of Globo include seven pay-per-view television channels and a production and distribution division that distributes Brazilian sports and entertainment content to more than 190 countries around the world.

For over 10 years, I have been involved in the translation of diverse scripts and synopses for films, TV series, and soap operas, along with pitch decks and marketing material and further text types for multiple departments at Rede Globo. Many of these translations come into play when the company participates in trade fairs, film and audiovisual festivals. The network's strategy strives to strengthen ties with international partners, with the goal of collaborating on content production and licensing proprietary creations to other countries. Example assignments include:

- Translated 70,000 words from the full original script of the "Fim" series, which was aired on the broadcaster's streaming channel in 2023, into English. The translation was used for the presentation and sale of the product at the Berlinale, one of the world's most renowned film and audiovisual production festivals, held annually in Berlin, Germany.

- Translated into English the synopsis and script of the first three chapters of the series “Onde Está meu Coração”, which aired on free-to-air TV in 2021. This project amounted to 26,000 words.
- Translated 13,000 words into English for the synopsis of the series “Eficientes” in 2019. This series is currently in production, and no release date has been scheduled.
- Translated the “Protocol for the Resumption of Activities at Globo Studios” in 2020. This document outlined the rules and guidelines to be followed by employees returning to on-site activities following the deceleration of the Covid-19 pandemic. The protocol amounted to 2,800 words.

● **Norte Energia S.A. – www.norteenergiasa.com.br**

Norte Energia S.A. is the developer and operator of the largest 100% Brazilian power plant (and the fifth largest in the world): the Belo Monte HPP – a hydroelectric dam complex located on the northern part of the Xingu River in the state of Pará, Brazil. I work with a team of four experts on bilingual (Portuguese and English) translations, proofreading, and editing provided to the Norte Energia under an exclusive contract that was first signed in 2017 and has been renewed ever since. The group was hand-picked by and is under the supervision of two highly influential figures in the global translation industry, Liane Lazoski (who has twice served as the president of both the Brazilian Association of Translators and Interpreters – ABRATES and the National Union of Translators of Brazil – SINTRA) and Renato Beninato (co-author of “The General Theory of the Translation Company”, an adjunct professor at the Middlebury Institute of International Studies in Monterey – MIIS, co-founder of Nimdzi Insights, a market research and advisory firm specializing in the language industry, and co-owner of MultiLingual Media, publisher of MultiLingual magazine).

Our tasks include translating texts for the company’s website, financial, audit, and sustainability reports, subtitles for videos published on YouTube, Brazilian and international press releases, internal communications, and publications. In addition to the book mentioned in the “Publications” section above, the following publications can also be highlighted: <https://www.calameo.com/read/0056318277622f75a9dbe> and <https://www.calameo.com/read/005631827a43c7dbd775d>.

● **Fundo Elas+ Doar para Transformar (ELAS+ Giving for Change Fund) – www.fundosocialelas.org**

ELAS+ is a social organization committed to funding and empowering movements and groups led by women, transgender women, non-binary individuals, and other identities. ELAS+ mobilizes resources both within Brazil and internationally, collaborating with companies, governments, foundations, international organizations, and individuals, generating impact that extends throughout Brazil and supporting initiatives across all five regions of the country.

I undertook the translation of all materials for the 2017 and 2019 editions of the “Diálogo Mulheres em Movimento” into both English and Spanish. This on-site event serves as a platform to showcase the organizations and projects honored through the “Mulheres em Movimento” (or “Building Movements”) program. The translated materials encompassed a wide range of areas, including advertising and marketing collateral, press materials, prospectus of organizations, descriptions of approved projects, policies, contracts and other related texts. This program receives support from the British Council, among other organizations.

● **International Neurocritical Care Conference (CONINI) – www.conini.com.br**

In 2016 and 2018, I oversaw the entire subtitling process for over 20 hours of lectures (including translation). Additionally, I managed the on-site reception of foreign speakers during the first two editions of the congress, which were hosted in Rio de Janeiro, Brazil.

The third edition of the congress, held in 2021, took a different format due to the COVID-19 pandemic, being conducted entirely online. In this virtual setting, I played a crucial role in assembling and

participating on a team of professionals responsible for transcribing and translating all of the event's lectures. I also contributed to the final proofreading of the subtitle texts.

Conference participants were able to access the subtitled videos for all three editions, totaling a global reach of approximately 1,500 highly specialized health professionals. The lectures were originally delivered in either Portuguese or English and were subsequently translated into the other language, ensuring a comprehensive collection of subtitled videos in both languages. These accomplishments were made possible through a collaborative partnership I established with the Health Connections Portal and the Brazilian Neurocritical Care Society (ABNI), as commissioned by the clinics Sinapse Serviços Médicos and Neurocritical Care Serviços Médicos.

● **IMS Corporate – www.imscorporate.com**

Internet Media Services (IMS), an Aleph Holding company, is a leading digital communications and marketing company, which creates partnerships with rapidly developing businesses that seek to expand their markets. Headquartered in Miami, IMS has additional offices in Brazil, Mexico, Argentina, Colombia, Chile, Panama, Peru, Ecuador, Uruguay, Spain and Italy. Furthermore, Aleph's portfolio companies exclusively represent over 20 major global platforms in more than 50 markets worldwide.

From 2016 to 2019, I was the go-to expert for the company's Digital Content Strategy staff, collaborating in a variety of localization projects for digital products in the Brazilian, Latin American, and US markets. My responsibilities encompassed project coordination, team selection, and content localization, translation and/or proofreading. Clients included Twitter, Snapchat, LinkedIn, Foursquare, EA Games and Twitch.

● **Christian Dior Brasil – https://www.dior.com/pt_br**

Between 2016 and 2018, I was responsible for translating descriptive texts for all the products within the fragrance and makeup lines that the company was launching in the Brazilian market. This amounted to translating around half a million words from English into Portuguese. I also collaborated with the Operational Management team on translating confidential documents related to accounting, finance, and auditing.

● **Scala Data Centers – www.scaladatacenters.com**

In 2023, I was engaged directly by the company's controlling manager to render into English the financial statements for the prior fiscal year, which comprised 17,000 words of Portuguese text.

● **PGPI© – www.pgpitech.com**

I am the company's head translator and have translated texts of various types, across multiple domains and formats, into English and Spanish. These include the PGPI© Software License Agreement and the PGPI© Software Confidentiality Agreement in the legal domain, as well as detailed technical and commercial proposals. Additionally, I was tasked with managing all workflows related to the creation of advertising and marketing materials (such as pitches and portfolios) in Portuguese, English, and Spanish, based on models predefined with the client. .

One specific project in this domain involved designing and coordinating the production of audiovisual advertising materials, which included a total of 23 videos in Portuguese, English, and Spanish, each tailored to various screen formats. I wrote the original scripts in Portuguese, English, and Spanish, and also supervised the editing of the videos.

● Rio de Janeiro City Government (Press officer/PR) – <https://prefeitura.rio/>

During my tenure at the Rio de Janeiro City Government (City Hall), I held the role of press and public relations officer for the Secretariat for Senior Citizens, Healthy Ageing, and Quality of Life. In this multifaceted position, I spearheaded the development and implementation of strategic communication initiatives that aimed to promote the welfare and wellbeing of the city's senior citizens. My responsibilities included liaising with local and national media outlets, drafting press releases, and crafting compelling stories that highlighted the achievements and initiatives of the Secretariat. Furthermore, I worked closely with government officials and community stakeholders to organize events and campaigns that fostered community engagement and inclusivity. My time at the Rio de Janeiro City Government (2009-2012) was marked by a deep commitment to improving the lives of the elderly population and creating a more inclusive and age-friendly city.

Some of the most remarkable projects developed were:

- "Academias da Terceira Idade (ATIs)" [Senior Citizen Gyms], inspired by a model pioneered by the municipal government of Maringá, in the state of Paraná. These are designated areas equipped by the city government as outdoor gyms for senior citizens, spanning 130 areas in the North, South, and West Zones of the city. The ATIs are designed for the elderly to engage in physical activities using specifically tailored equipment, thereby promoting mobility and a healthier lifestyle. Each ATI is supported by multidisciplinary teams of professionals, including Physical Education instructors, social workers, and nursing technicians, who provide holistic assistance to the elderly in these spaces. I was part of the team that adapted the original project for implementation in Rio de Janeiro. The City Government remains a steadfast supporter of this initiative to this day.
- "Casas de Convivência" [Senior Citizen Centers] are centers designed to foster social interaction and enhance the physical, mental, and emotional well-being of the elderly in Rio de Janeiro. They offer a wide range of free activities, including Tai Chi Chuan, Pilates, adapted yoga, stretching, dance, digital media workshops, memory enhancement, handicrafts, as well as physical and mental games and seresta shows. I had the privilege of being part of the team that conceptualized this project, which is still supported by the Rio de Janeiro City Government today.

● Print Comunicação Empresarial – www.printcomunicacao.com.br

Print, a veteran in the industry for 22 years, is an integrated corporate communications agency with a global footprint. Its mission is to assist companies and initiatives in the social-environmental sector by leveraging the skills of its staff in organizational communications, press relations, strategic content creation, audiovisual production, digital media, media training, crisis and conflict management, and social-environmental dialogue.

I have worked at Print during different stages of my professional career. Initially, between 2001 and 2003, I served as an intern, providing support to the company's team of specialists. My responsibilities included the compilation of mailing lists, the creation of news clippings, press releases, and pitch notes, liaison with the press, customer service, and content creation.

Later, in 2013, as a professional journalist, I returned to Print for a short stint when they required a bilingual journalist to manage accounts for two notable organizations: ACT Health Promotion (formerly the Alliance for the Control of Tobacco Use) and the Climate and Land Use Alliance (CLUA). The former is an NGO network comprising over 200 global organizations dedicated to tobacco control through research, training programs, media engagement, and policy advocacy. The latter is a group of foundations collaborating to promote forest preservation and sustainable land use worldwide as part of the global response to climate change.

Even after transitioning to a full-time translation career, I have continued to provide ongoing support to Print, collaborating on several translation projects. Over the years, I have translated around 800,000 words for a diverse clientele, including organizations such as Samarco, the Global Environment

Facility (GEF), the Rio Rural Program of the Rio de Janeiro State Government, Pre-Sal Petróleo Brasil (PPSA), Equinor Brasil, ATGás, the Brazilian National Organization of the Petroleum Industry (ONIP), and EuroChem Group AG.

● **Jornal do Comercio (RJ) - https://pt.wikipedia.org/wiki/Jornal_do_Comercio; https://pt.wikipedia.org/wiki/Di%C3%A1rios_Associados**

As a reporter at Jornal do Comercio, from 2003 to 2004, my focus was on covering microeconomic matters, which included analyzing and reporting on the financial performance of individual companies, industry-specific trends, and the impact of regulatory changes on business operations. I also conducted interviews with business leaders and experts in various industries to gain insights into market dynamics and provide in-depth analysis on specific economic issues. My role involved researching and writing articles that were accurate, intuitive, and relevant to our readership, as well as collaborating with editors and other reporters to ensure comprehensive and timely coverage of microeconomic topics.

Jornal do Comercio was an important Brazilian newspaper headquartered in Rio de Janeiro. Established in 1827, it operated for an impressive 189 years before ceasing publication in 2016 due to the ramifications of the Brazilian economic downturn of 2014. It held the distinction of being the oldest continuously circulating newspaper in Latin America, retaining its original name throughout its tenure. Jornal do Comercio was affiliated with Diários Associados, a Brazilian media conglomerate that was once the largest in the history of the Brazilian press, boasting approximately 100 subsidiaries at its apex. Presently, the group has 33 holdings, including 8 newspapers, 1 magazine, 7 radio stations, 6 television channels, 6 websites, and 4 other companies.

● **Brasas English Course - www.brasasonline.com.br**

Between 2005 and 2009, I taught English classes according to the proprietary methodology of the teaching institution. These classes ranged from basic to advanced levels, and included regular, semi-intensive, and intensive courses. Additionally, I taught English to corporate groups and conducted conversation classes.

EDUCATION:

Graduate Studies, Marketing: Universidad Católica Argentina (UCA), Buenos Aires, 2012;

B.A in Communication Studies (Major in Journalism): Universidade Federal Fluminense (UFF), 2004;

Vocational Studies, Translation & Culture: Senac-RJ, Rio de Janeiro, 2005;

Cultural Exchange Program in Baker City, Oregon, USA, (Baker City High School, junior year), July 1996-July-1997.

In 1996-1997, I embarked on a transformative cultural exchange journey, participating in a cultural exchange program that led me to Baker City, Oregon. At the age of 16, I found myself enrolled in the 11th grade of a local high school, immersed in a new educational and social environment.

The heart of this experience, however, lay within the warm embrace of my American host family. Over the course of that academic year, they became not just hosts but my second family, forging bonds that transcended the boundaries of nationality. Living under their roof allowed me to witness the nuances of American life up close and personal. It was a reciprocal exchange of customs, traditions, and perspectives. Beyond the classroom, my host family exposed me to the rich tapestry of Baker City's community life and shared with me the beauty of the Oregon landscape.

The familial bonds we formed didn't dissolve when the cultural exchange program concluded; rather, they continued to flourish. This reciprocal exchange further solidified the profound impact

of our shared experience, cementing a connection that spanned across continents. A testament to that fact is that my oldest host sister decided to spend six months with me in Brazil a few years after I had returned home.

Reflecting on my time in Baker City, I recognize the indelible mark it left on my life. The cultural exchange program not only enriched my understanding of American life, but also gifted me with enduring relationships that transcend geographical boundaries. Beyond the cultural immersion and familial bonds, the experience in Baker City played a pivotal role in honing my language skills. This linguistic proficiency, acquired organically through the daily routine, became an invaluable asset that continues to shape my personal and professional trajectory. The cross-cultural connections not only broadened my worldview, but also facilitated the development of a skill that would prove to be a lifelong asset.

ACADEMIC PROJECTS:



From 2000 to 2004, I was honored to hold a scholarship granted by the Extension Office of Universidade Federal Fluminense. During this period, I had the opportunity to participate in the UNIVERSIDADE NO AR [University on Air] project (www.universidadenoar.uff.br; www.extensao.uff.br/?q=content/universidade-no-ar; www.uffuniversidadenoar.blogspot.com.br). Created in 1996, this project emerged from the university's Social Communication course under the initiative of Professor Ana Baumworcel (https://www.escavador.com/sobre/3937168/ana-baumworcel#google_vignette; <http://lattes.cnpq.br/8130843252564496>), who was also my academic advisor for the Course Conclusion Work required to attain my degree in Journalism, defended in 2004.

The project provides a platform for Radio Journalism students to produce five-minute radio programs and have them broadcast on commercial radio stations. Initially, they were aired on Rádio MEC, but from 2000 onwards, they were broadcasted on Rádio CBN Rio to an audience of 35,000 listeners per minute at that time. CBN is a pioneer of Radio Journalism in Brazil, particularly in the all-news segment, with a history spanning 32 years and currently encompassing 38 stations, reaching 1,088 municipalities through radio alone, and the entire country via the internet. In 2003, my last year on the project, UNIVERSIDADE NO AR was awarded second place in the EXPOCOM Prize (Exhibition of Experimental Research in Communication) from INTERCOM (Brazilian Society of Communication Sciences) and won the 1st Josué de Castro Extension Award from UFF.

Between 2003 and 2004, while still a scholarship holder at UFF's Extension Office, I was part of the research team gathered to support the publication of the book "Vargas, agosto de 64: a história contada pelas ondas do Rádio" [Vargas, August 64: history told over radio waves], under ISBN 13: 978-8576170310, organized by Professor Ana Baumworcel (2004). In addition to a series of articles, this important work features two CDs containing previously unheard audio recordings from the 1950s, along with an array of photographs, showcasing how Brazil's history is intertwined with that of Getúlio Vargas - a prominent Brazilian political figure who served as the 14th and 17th President of Brazil, first from 1930 to 1945 and again from 1951 until his suicide in 1954. He was also the leader of the Provisional Government in 1930 and the Head of the Brazilian Constituent Assembly in 1933, which established the 1934 Constitution, marking the end of the 1930-1934 Vargas dictatorship. Due to his long and controversial tenure as Brazil's provisional, constitutional, and dictatorial leader, he is considered by historians as the most influential Brazilian politician of the 20th century.

CONTINUING EDUCATION:

Leadership Coaching, Homero Reis Institute, 2011;

Social Media Management, WBI Brasil, 2011;

Social Media for Businesses, Núcleo de Inteligência Digital (iDigo), 2010;

Mobile Communication Strategies, Núcleo de Inteligência Digital (iDigo), 2010;

I Electoral Digital Marketing Seminar, Escola Superior de Propaganda e Marketing (ESPM), 2010.

LANGUAGES:

Native language: Portuguese;

Other languages: English (native-like fluency), Spanish (native-like fluency).

English Language Proficiency Certificates (Fisk Proficiency/TOEFL), 1996:



Basic Diploma in Spanish as a Foreign Language, certified by the University of Salamanca, Spain, recognized by the Ministry of Education and Culture of Spain, 1996:

