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# Maria Cláudia Oliveira

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*Portfolio  
digital media*

(604) 441-5131  
[mariacla@gmail.com](mailto:mariacla@gmail.com)



# Maria Cláudia Oliveira

- **Senior Professional.** Journalist, screenwriter with extensive experience in content creation, management across various media, including newspapers, television drama, websites, and social media.
- **Holds a degree in Journalism from the Federal University of Rio de Janeiro, a Master's in Communication and Culture from the same institution, and a Master's of Digital Media from the University of British Columbia, Canada.**
- **Experienced in project management and strategic communication initiatives.** Skilled in organization and time management, including large-scale projects with tight deadlines. Always values teamwork, and respectful, friendly interpersonal relationships.

# Social Media



**Content coordination for the series on Methane published in Portuguese on the Instagram page *Uma Gota no Oceano*, in partnership with IGSD (Institute for Governance and Sustainable Development).**

**Created within the scope of the G-20 in Rio de Janeiro in 2024, the campaign highlights the importance of methane mitigation in curbing the rise in global warming.**

**The challenge was to develop this scientific content using simple, clear language to reach a public unfamiliar with the theme. To achieve it, the series of 8 posts, published daily on Instagram, was structured as a tiny 3-act narrative arc.**

**The first post of the series is available at**

<https://www.instagram.com/p/DCSLgE8ya4X/?igsh=MWI5cHhsZDkwbjd2ZA%3D%3D>

# Social Media

ILSC - Brasil  
March 16, 2018 · 

Muita gente se pergunta como é estudar no Greystone College, o que esperar, como são os professores, a experiência de trabalho Co-op. O Bruno, que passou por isso há pouco tempo, fala sobre sua experiência nesta carta que escreveu para si mesmo. Leia no nosso blog!



ILSC.COM.BR  
Carta para mim mesmo quando estiver começando o Greystone College

 Marcia llsc and 708 others 2 Shares

ILSC - Brasil  
May 13, 2016 · 

Novas leis americanas facilitam o visto de trabalho para estudantes nos Estados Unidos! Agora você já pode começar a pensar em fazer uma carreira nos EUA! Leia a história completa no nosso blog: <http://goo.gl/Smi7dF>

 161 28 Comments 22 Shares

 Like  Comment  Share

**Posts published in Portuguese on the Facebook page of the language school ILSC Education Group, in Canada, with links to articles on the company's blog. The first post shares a student's experience at Greystone College — their challenges, dreams, and goals. The second discusses the rules in effect at the time for students seeking employment in the United States. The purpose of this campaign was to connect with the audience's aspirations, attracting more followers to the school's social media and potentially increasing enrollment conversions.**

# Websites



novembro 2024

[Promotora V](#)

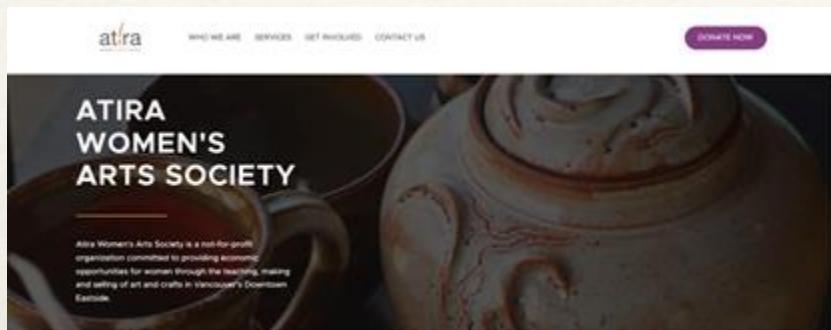
[f](#) [in](#) [p](#) [t](#) [e](#) [m](#) [d](#) [+](#)

Após os resultados insatisfatórios da COP 29, principalmente em termos de financiamento climático, os olhos do mundo já se voltam para o Brasil, que sediará a COP 30 em 2025, em plena Amazônia, em Belém do Pará. A próxima Conferência do Clima recebe como herança uma responsabilidade ainda maior de pressionar os países para atingirem metas de financiamento mais condizentes com a realidade da emergência climática que o mundo enfrenta. Até lá, é importante que o país trabalhe para fortalecer suas próprias iniciativas de adaptação, mitigação climática e transição energética, principalmente na Amazônia, a maior floresta tropical do mundo, que já se encontra num limite perigoso para sua sobrevivência e a dos povos que a habitam.

**Cover story from the website of the organization Uma Gota no Oceano addressing the themes of the panel presented during COP 29 in Azerbaijan in 2024. Full article at:**

<https://umagotanooceano.org/a-floresta-no-limite/>

# Websites



**Content review and update on the website of Atira Women's Resource Society, in Vancouver, carried out with Studio DMLA Digital Marketing. The idea was to align the content with the NGO's new responsibilities and the requirements of Canadian regulatory bodies.**

<https://atira.bc.ca/>  
<https://atira.ca/>  
<https://atiraarts.ca/>  
<https://studio-dmla.ca/>



# Campaigns

**Newsletter distributed by  
Uma Gota no Oceano in the  
context of COP 16, in 2024,  
about the importance of  
education within  
Quilombola territories for  
the preservation of  
biodiversity.**

**Full file at**

<https://drive.google.com/file/d/1zbFA1Wmvu78aaQBsMIUGhoofoMNtHcg9/view?usp=sharing>

Caso não visualize esta mensagem corretamente, veja no navegador.



## Educação quilombola e o futuro da biodiversidade

*Reconhecimento histórico da contribuição dos povos afrodescendentes da América Latina e do Caribe para a proteção da biodiversidade deve passar pela educação dentro dos territórios*



**Content coordination and communication plan for the campaign which marked one year since the death of Quilombola leader Mãe Bernadete in 2024. Carried out by Uma Gota no Oceano in partnership with CONAQ - the National Coordination of Articulation of Rural Quilombola Black Communities - the strategic communication actions and articulations successful reached media outlets throughout the country.**