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# Maria Cláudia Oliveira

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*Portfolio*  
*digital media*

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# Maria Cláudia Oliveira

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- **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).

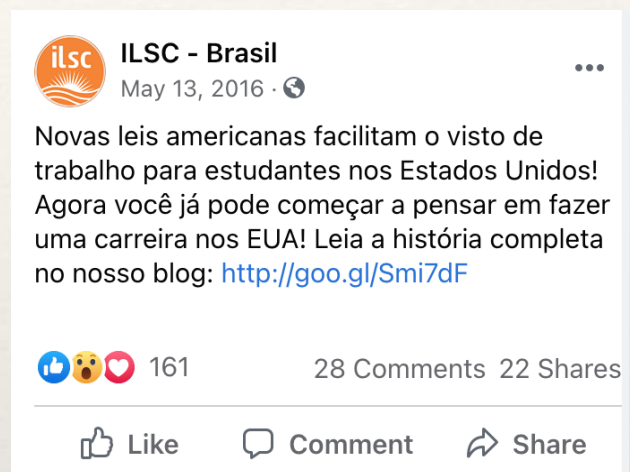
Created within the scope of the G-20 in Rio de Janeiro in 2024, the campaign highlights the importance of methane mitigation in curbing the rise in global warming.

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



**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



**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/17bFA1Wmvu78aaQBsMIUGhofoMNtHcg9/view?usp=sharing>



**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.