
Maria Claudia Oliveira

Portfolio
digital media

mariacla@gmail.com



Maria Claudia Oliveira

- **Senior Communications professional.** Writer, storyteller with extensive experience in content creation, management across various media, including newspapers, television, websites, and social media.
- Holds a degree in Journalism from the Federal University of Rio de Janeiro, 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. Values teamwork and friendly interpersonal work relationships.

Social Media Methane campaign



Context

Social media campaign developed for the NGO *Uma Gota no Oceano* in partnership with IGSD (Institute for Governance and Sustainable Development) during the G-20 (2024). The focus was on the importance of methane mitigation in addressing global warming.

Role

Content coordination, research, narrative development.

Approach

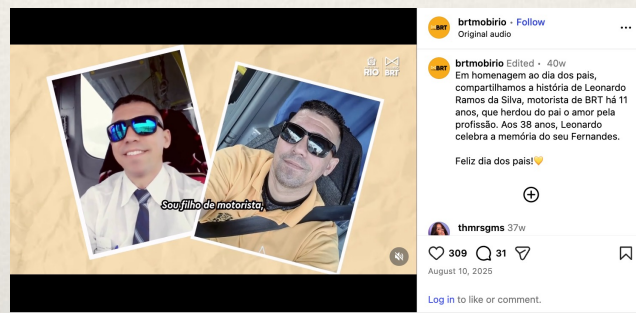
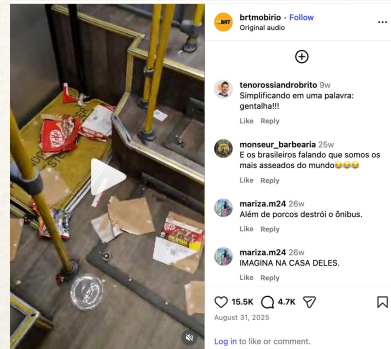
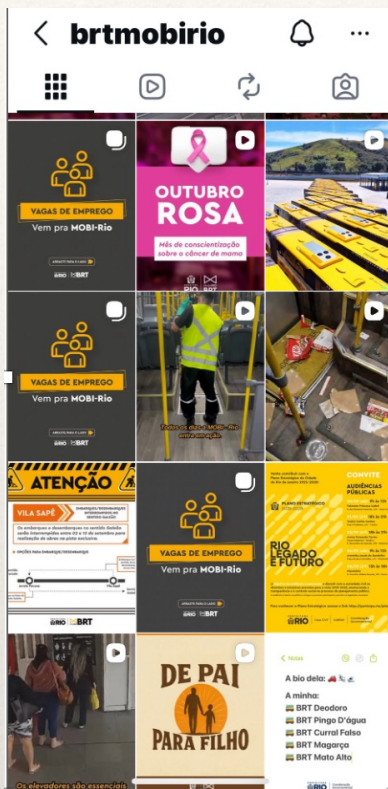
Translated complex scientific information into simple language, structuring the content by using a 3-act narrative across 8 posts.

Impact

Improved accessibility of climate communication for non-specialist audiences and supported public engagement around methane reduction.

Original post (Portuguese): <https://tinyurl.com/27k9pxg6>

Social Media Mobi-Rio



Context

A selection of content created for the transportation company MOBI-Rio Instagram page (in Portuguese)

Role

Content publishing, interviewing, social media management and interaction with the public

Approach

The strategy combined service-oriented posts, such as accident alerts and routes changes, with human-centered storytelling. One example is the viral video shot by a driver complaining about the amount of garbage left behind by passengers. Another, very emotional, shows a driver remembering his late father on Father's Day.

Impact

The audience engagement grew consistently, with users actively participating in discussions or emotionally connecting with the personal stories.

Social Media

ILSC Education Group



Context

Social media content created for the Facebook page of ILSC Education Group (Canada), featuring posts in Portuguese linked to articles on the school's blog. The campaign focused on engaging prospective international students by highlighting successful personal stories about studying and working experience.

Role

Content creation and publishing

Approach

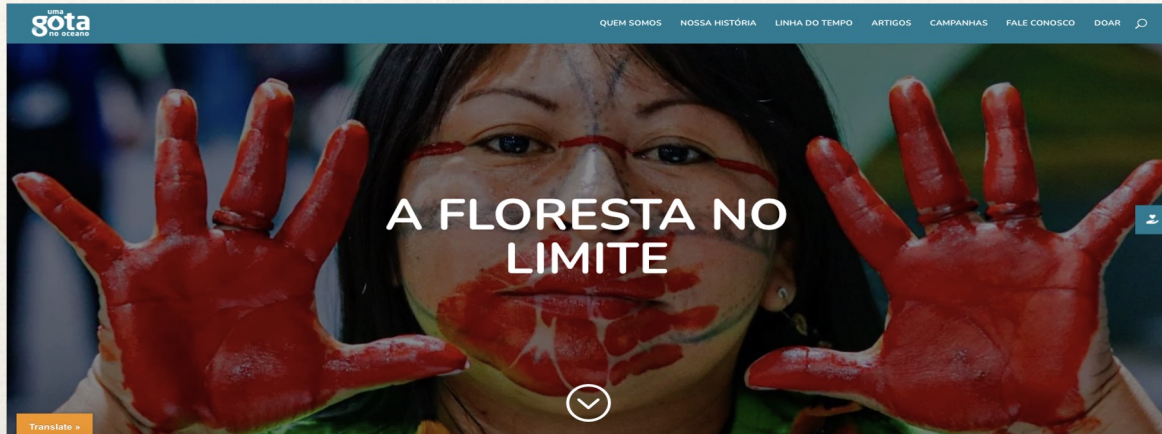
Combining storytelling techniques and relevant information, the focus was to create posts that related to students' aspirations, balancing emotional engagement with practical guidance.

Impact

Strengthened audience engagement, contributed to increasing the school's online visibility while supporting student recruitment.

Website

NGO Uma Gota no Oceano



The forest at the limit

Context

Feature article about the panel presented at COP29 (2024) by the NGO *Uma Gota no Oceano*. It addresses the growing urgency of climate mitigation in the Amazon, situating global negotiations within the concrete realities of environmental degradation and the region's policy challenges.

Role

Content coordination, research, writing.

Approach

The article brings perspectives from Indigenous leaders, experts, policy analysts, and scientific data. The narrative highlights the urge to connect global climate discussions with the local communities' initiatives to preserve the forest.

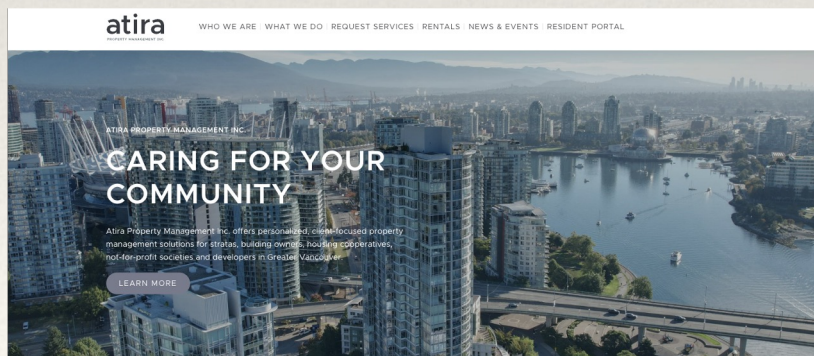
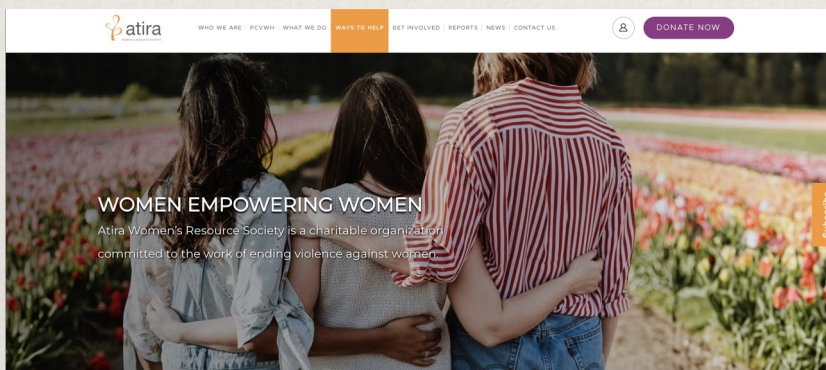
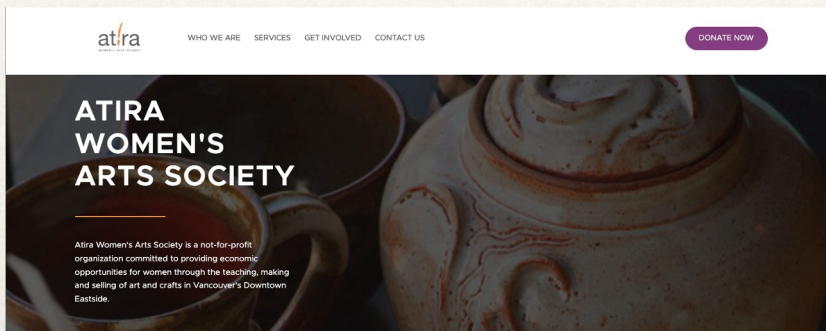
Impact

Contributed to public understanding of the importance of Indigenous knowledge to climate mitigation, reinforcing the importance of inclusive, locally informed approaches to environmental decision-making.

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

Website

Atira Women's Resource Society



Context

Content review and update for the websites of *Atira Women's Resource Society*, a Vancouver-based organization supporting women and gender-diverse individuals. The work was carried out in collaboration with Studio DMLA Digital Marketing to align content with the organization's programs and regulatory requirements.

Role

Website review, publishing and strategic alignment.

Approach

Analyzed existing websites' content, identifying gaps and inconsistencies. Revised and updated content to ensure alignment with organizational priorities.

Impact

Improved coherence and accessibility of website content, supporting the regulatory and organizational standards.

Websites:

<https://atira.bc.ca/>

<https://atira.ca/>

<https://atiraarts.ca/>

Newsletter

NGO Uma Gota no Oceano

Context

Newsletter campaign (in Portuguese) developed for the NGO *Uma Gota no Oceano* during the UN's COP16 of Biodiversity (2024), focusing on the role of education in Black rural communities for the preservation of biodiversity.

Role

Content coordination, writing, editing, designing.

Approach

Newsletter distributed to the press, partners and stakeholders highlighting the participation of Brazilian communities in the conference. The main message was the need to connect environmental preservation with education and respect for traditional cultures and practices.

Impact

Supported awareness of the importance of education in biodiversity preservation and amplified visibility of community-based environmental initiatives.



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

A COP16 das Nações Unidas sobre Diversidade Biológica, realizada durante o mês de outubro em Cali, na Colômbia, já entrou para a História como um marco na luta dos povos afrodescendentes da América Latina e do Caribe pelo reconhecimento de seu papel na conservação da diversidade biológica e nas decisões multilaterais tomadas sobre o tema.

A CONAQ, Coordenação Nacional de Articulação das Comunidades Negras Rurais Quilombolas do Brasil, foi uma das articuladoras deste processo, ao lado de lideranças como a vice-presidente e Ministra da Igualdade e Equidade da Colômbia, Francisca Elena Márquez Mina, o PCN (Processo de Comunidades Negras) e outras organizações afrodescendentes da região.

Esta conquista sem precedentes, alcançada por meio do trabalho incessante dessas organizações, representa o reconhecimento do que já sabemos há anos: os povos afrodescendentes são detentores de conhecimentos ancestrais de manejo sustentável da natureza, hoje imprescindíveis no combate à crise climática. Passado o momento histórico, uma das questões mais prementes é encontrar meios para transmitir este conhecimento de forma a iniciar efetivamente o longo trabalho que temos pela frente. Não foi por acaso a escolha do tema da redação do ENEM de 2024, "Desafios para a valorização da herança africana no Brasil", que aponta a importância dos saberes e tradições afrodescendentes. Também não foi à toa que a vice-presidente da Colômbia abriu seu discurso no Fórum Internacional Afrodescendente da COP 16 fazendo uma saudação especial aos estudantes. Eles são parte fundamental neste processo de transmissão de conhecimento, mas os desafios ainda são muitos.

[Leia o texto completo no nosso site](#)

Quer saber mais sobre quilombolas e biodiversidade?
Só clicar nos artigos abaixo



COP 16: compromisso para proteger a biodiversidade no planeta

Entenda o que é a Conferência das Nações Unidas sobre Diversidade Biológica e sua importância para os povos afrodescendentes

Titulação já para os quilombos do Cerrado!

A luta ancestral pelo direito à terra e ao espaço para viver de acordo com preceitos seculares envolve resistir à volúpia capitalista da monocultura agrícola, que engole trechos cada vez maiores dos rios brasileiros



uma gota no oceano



United Nations
Climate Change

Organização observadora na Conferência do Porto COP16
da Convenção Quadro das Nações Unidas sobre as Mudanças
Climáticas (UNFCCC) desde 2019



Convention on
Biological Diversity

Organização observadora na Conferência do Porto da
Convenção sobre a Diversidade Biológica (COP16) desde
2024

Uma Gota no Oceano, Av. das Américas, 1155 - Barra da Tijuca, 22031-002, Rio de Janeiro, Rio de Janeiro, Brasil
Você pode cancelar ou alterar seus dados de contato a qualquer momento.

Campaign

Mãe Bernadete



Context

National campaign (2024) marking one year since the assassination of Black leader Mãe Bernadete, developed by *Uma Gota no Oceano* in partnership with CONAQ (National Coordination of Articulation of Rural Quilombola Black Communities).

Role

Content coordination, strategic communication planning, media contacts

Approach

Development of communication strategies and media articulations to amplify the campaign's message demanding Bernadete murderer's conviction.

Impact

Broad national media coverage, with story reaching independent media and major Brazilian media outlets.

