

ABOUT ME

Hi! I'm a creative and strategic communicator and storyteller with 10 years of experience in the humanitarian and social justice fields.

EDUCATION

MASTER'S DEGREE IN MASS COMMUNICATION; STRATEGIC AND VISUAL COMMUNICATION

University of North Carolina (UNC)
Chapel Hill, USA;
Class of 2017

- Duke-UNC [Rotary Peace Fellow](#)
- Certificate in International Peace and Conflict Resolution
- Thesis: "First person narratives for nonprofit public relations: Empathy, engagement, empowerment, and change."

BACHELOR'S DEGREE IN INTERNATIONAL RELATIONS

Pontifícia Universidade Católica
Rio de Janeiro, Brazil;
Class of 2011

LANGUAGES

- Portuguese
Native
- English
Fluent
- Spanish
Fluent
- French
Conversational

SKILLS

- PR and media management
- Content collection and dissemination
- Digital, web and print content strategy
- Emergency communications
- Writing and editing
- Design and layouting
- Team management
- Proactivity and initiative
- Adaptability
- Appetite to learn
- Creativity
- Adobe Creative Suite

Mariana Abdalla

www.marianaabdalla.com

FULL-TIME PROFESSIONAL EXPERIENCE

Médecins Sans Frontières (MSF)

Emergency Communications Coordinator

Mozambique, Türkiye, Angola
November 2022 - July 2023

- A senior all-around communications position, on-call for immediate response and travel to operational locations. Also acts as a back-up for the HQ or field-based teams, offering continuous support to MSF operational contexts.
 - Strategy Building; Media Management; Team Management; Content Production and diffusion

Field Communications Manager

Mozambique | March 2022 - November 2022

- Defined, implemented, coordinated and supervised all operational communication activities in the country.
 - Strategy Building; Media Management; Team Management; Content Production and diffusion

Multimedia Content Producer

Brazil | September 2019 - March 2022

- Led institutional and operational multimedia strategies and projects as well as branding and visual identity; Co-led and co-created more than 5 multimedia packages and produced - from start to finish - more than 25 videos on the COVID-19 pandemic in Brazil.

Benchmarking officer

Somaliland and Kenya | Jan-Mar 2012 and April-June 2012

- Conducted a comprehensive qualitative and quantitative research in order to evaluate and guide the organization's human resources policies and actions based on local labor markets and local staff perceptions.

Gastromotiva

Communications Coordinator

Rio de Janeiro, Brazil | March 2019 - September 2019

- Led all communications strategies and projects as well as branding and visual identity.

Innovate Public Schools

Multimedia Content Manager

San Francisco, USA | July 2017 - July 2018

- Led all multimedia strategies and projects as well as branding and visual identity;

Drugs for Neglected Diseases *initiative* (DNDi) Latin America

Communications Officer

Latin America; Rio de Janeiro based | July 2012 - July 2014

- Supported the editorial and creative concept of online and print publications (Portuguese; Spanish; English); Supported the production of multimedia content; Organized more than 4 international events; Managed the regional website and social media channels.

Project Assistant - Chagas Disease Network

Latin America; Rio de Janeiro based | July 2011 - Jan 2012

- Conceptualized and managed a virtual platform; Coordinated and organized an international annual meeting; Edited and produced a monthly Newsletter; Coordinated all advocacy and communication strategies; Translated complex technical language into simple and engaging communications.

Intern - Executive Direction

Latin America; Rio de Janeiro based | July 2010 - July 2011

FREELANCE AND AWARDS

Innovate Public Schools

San Francisco, USA | July 2018 - March 2019

- Graphic Designer

DNDi multimedia project - "The Wait"

Brazil | April-July 2016

- Storyteller | All phases of video production

Cycling Without Age short film project - "Finn"

Denmark | May-August 2015

- Direction, videography and post-production

CONTESTS

Envision Kindness Student Photography and Film Contest
1st place - 'Popular Choice Award'

FILM FESTIVALS

All Sports Los Angeles Film Festival 2016

3rd place – Student Documentary Film

1st place – Audience Choice Award; Super Short Documentary

Headwaters Film Festival 2016

Second prize

NYC Short Documentary Film Festival 2016

Official Selection

Kalamazoo Bicycle Film Festival 2016

Official Selection

Full Bloom Film Festival 2016

Official Selection

New Urbanism Film Festival 2016

Official Selection

UNC & CARE International multimedia collaboration "A Father Figure"

Malawi | March 2015

- Storyteller | All phases of video production

Roskilde Music Festival

Malawi | July 2015

- Videographer and video editor for the 'ReAct' Instagram and 'Concert Big Screen' digital campaigns

CONTACT



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