

ABOUT ME

Strategic communications professional with 15 years of experience in the humanitarian and social justice sectors, with expertise in storytelling, media relations, publications, social media, brand building, messaging, and reputation management. I lead communications strategies in international and multicultural contexts, coordinating teams, external consultants, and communities. My work with networks, coalitions, movements, and community leaders aims to align diverse actors around shared narratives, strengthening voice, credibility, and visibility, while promoting social justice and the defense of rights.

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

- Communications strategy
- PR and media management
- Social media strategy
- Spokes training
- Content collection and dissemination
- Writing and editing
- Editorial / Publications
- Photography and videography
- Team management
- Proactivity and initiative
- Adaptability
- Appetite to learn
- Multiculturalism
- Creativity
- Adobe Creative Suite

Mariana Abdalla

www.marianaabdalla.com

FULL-TIME PROFESSIONAL EXPERIENCE

350.org

Latin America Communications Manager

Remote | December 2024 - Present

- Manages the regional communications team and leads media relations, social media, and messaging strategy, including COP30 communications and campaign integration, working closely with communities, leaders, coalitions, and movements to ensure alignment across programmatic, regional, national, and global levels.

Senior Global Communications Specialist

Remote | October 2023 - December 2024

- Led the development and execution of 350.org's global messaging and media strategies, including at COP29, collaborating with regional teams to craft impactful narratives and secure strong media coverage across key countries and regions.

Doctors Without Borders (MSF)

Emergency Communications Coordinator

Mozambique, Türkiye, Angola

November 2022 - July 2023

- Led rapid-response communications in emergencies, maintaining on-call readiness for immediate deployment. Ensured effective media management, brand visibility, and reputation under pressure, while providing strategic and operational support to HQ and field teams, overseeing timely and impactful content delivery in crisis contexts.

Field Communications Manager

Mozambique | March 2022 - November 2022

- Led all communications for MSF in the country, overseeing strategy, media, publications, brand visibility, and reputation. Coordinated the communications team and external vendors, collaborating with MSF offices to ensure cohesive messaging and raise global awareness of the humanitarian situation.

Multimedia Content Producer

Brazil | September 2019 - March 2022

- Led institutional and operational multimedia strategies, including video, photography, publications, branding, and visual identity; co-led and co-created over five multimedia packages and produced more than 25 videos on the COVID-19 pandemic in Brazil from start to finish.

Benchmarking officer

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

- Conducted qualitative and quantitative research to evaluate and guide the organization's HR policies and practices, grounding recommendations in local labor market conditions and staff feedback.

Gastromotiva

Communications Coordinator

Rio de Janeiro, Brazil | March 2019 - September 2019

- Led all communications, overseeing strategy, media relations, publications, events, brand visibility, and reputation. Coordinated the communications team and external vendors.

Innovate Public Schools

Multimedia Content Manager

San Francisco, USA | July 2017 - July 2018

- Led multimedia strategies and projects, including publication and video design; drove a strategic overhaul of branding and visual identity while establishing the foundation for the organization's storytelling and narrative approach, working within a network of schools and activist families of mostly underserved Black and Latino students.

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 direction of online and print publications in Portuguese, Spanish, and English. Collaborated on multimedia content production, organized more than four international events, and managed the regional website and social media channels.

Project Assistant - Chagas Disease Network

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

- Managed a virtual platform and a network of over 200 members; coordinated and organized an annual international meeting; edited and produced a monthly newsletter; led advocacy and communications strategies; and translated complex technical content into clear 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

- Direction, videography and post-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

- Direction, videography and post-production

CONTACT



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