

MARIANA PEDROZA

Brasilia, Brazil (GMT-3) | pedrozaqm@gmail.com | [LinkedIn](#) | marianapedroza.com

Communication & Storytelling Strategist | Impact, Engagement & Innovation

SUMMARY

Multilingual (EN/PT/ES) Communication Strategist with 10+ years of experience leading 360° campaigns with social impact, governance, and international cooperation. Skilled in **social media strategy, trend-driven storytelling, and digital engagement**, I connect governments, NGOs, and global institutions with communities, leaders, and policymakers. **Recognized for turning complex issues into accessible narratives** and for combining creativity, data-driven strategy, and high-impact storytelling to deliver measurable results.

SKILLS

Social Media Strategy & Creation; Storytelling & Narrative Building; Multimedia Campaign Development; Digital Trend Analysis & Engagement Strategies; Analytics, Reporting & Performance Optimization; Community Engagement; Video Strategy, Scripting & Direction; Strategic & Crisis Communications.

NOTABLE ACHIEVEMENTS

- **Directed the #OSUSQueFazemos campaign**, showcasing successful local health initiatives against COVID-19 across Brazil and generating a **38% increase** in Conasems' social media engagement.
- **Led nationwide communication strategies** for large-scale public health training programs in partnership with Brazil's Ministry of Health and global institutions, engaging nearly **500,000 health professionals** across all 5,570 cities and strengthening the country's Unified Health System (SUS).
- **Developed a 360° content strategy** that drove a **488% increase** in website traffic (from 850K to 5M/year) and **340% growth** in YouTube subscribers (from 23K to 100K+) in just two years.
- **Managed end-to-end communication** for five editions of the Conasems National Congress, driving audience growth from **3,800 (2018) to 11,200 (2023)** — a **194% increase** — consolidating it as one of the world's largest public health gatherings.

MAIN PROFESSIONAL EXPERIENCE

Federal Court of Accounts – Brazil (TCU)

May 2024 - Present

Senior Content Strategist

- **Lead social media content** (TikTok, Instagram Reels, LinkedIn and X/Twitter) aimed at Gen Z, simplifying complex governance topics through trend-driven storytelling.
- **Develop and manage editorial calendars** for multi-platform content.
- **Coordinate video production** from concept to delivery, including reels and short-form campaigns.
- **Produce and record informative notes** on TCU's work, broadcast three times a week on *Voz do Brasil*, Brazil's largest public radio program, reaching millions nationwide, including remote communities.
- **Produce newsletters**, press releases, reports, and event coverage across platforms.
- **Strengthened civic awareness with digital-first campaigns** that improved reach and engagement metrics.

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Brazil's Municipal Health Council (Conasems)

May 2018 - Mar 2024

Head of communication

- **Led 360° communications strategy** for Brazil's public health network, supporting 5,000+ cities.
- **Led strategy and execution** of a national campaign during COVID-19, turning frontline health workers' stories into a movement. Generated +38% Instagram engagement, gained national media coverage, and strengthened public trust in Brazil's Unified Health System (SUS).
- **Boosted digital presence:** In two years, website traffic grew 488% (850k to 5M/year) and YouTube subscribers increased over 340% (23K to 100K+), expanding access to qualified technical information across Brazil and Latin America.
- **Led nationwide communication strategies** for Brazil's largest public health training initiatives, reaching nearly 500,000 health professionals, in 3 different courses, across all 5,570 cities. Designed nationwide enrollment and retention campaigns — one of the programs achieved an 88% completion rate in a year-long course, an outstanding result in online education.
- **Managed end-to-end communication** for five editions of the Conasems National Congress, driving audience growth from 3,800 (2018) to 11,200 (2023) — a 194% increase — consolidating it as one of the world's largest public health gatherings.
- **Designed and executed national campaigns** with key partners (Brazilian Ministry of Health, PAHO/WHO, J&J, Astrazeneca) that reached and engaged millions of Brazilians during the COVID-19 pandemic, supporting public health initiatives and combating misinformation across the country.
- **Directed 20+ institutional videos and 15+ online documentaries** on successful Brazil's Unified Health System (SUS) experiences.
- **Directed a 5-episode documentary** series on vaccination (172K+ views), recognized by YouTube Brazil and awarded the Trusted Health Information Seal for reliable health content.

EDUCATION

Bachelor of Journalism — University of Brasilia (UnB)

Aug 2011 - Dec 2015

Documentary Scriptwriting, — International Cinema Academy (AIC)

Jan 2018 - Mar 2018

Production & Direction

ADDITIONAL INFORMATION

- **Languages:** Portuguese (native), English (fluent), Spanish (fluent).
- **Tools & Platforms:** Google Analytics, Sprout Social, Hootsuite, Buffer, Trello, Meta Ads, TikTok Ads, Google Ads, HubSpot, Mailchimp, Substack.